

Preface

The purpose in writing this book was to provide a concise treatment of the strategic management process. As the title implies, the essentials of developing a vision statement, mission statement, environmental, competitive and internal analysis, strategy development for both single line and multiple line of businesses, plus implementation and evaluation and control are all covered in the text but without the detailed discussion of more theoretical concepts. We assume that readers of this book will most likely have the strategic management course as their capstone course after completing prerequisites of marketing management, managerial accounting, financial management, and perhaps other background courses in their degree requirements.

The shorter length of the text, seven chapters instead of 12–16 or more, also fits with the trend of offering shortened courses, seven-to-eight weeks, in MBA programs designed for working professionals. The material becomes much more manageable and allows for more emphasis on case analysis, discussion boards, and other written assignments during the course.

KEY FEATURES

Concise coverage of important topics—Chapters include concise coverage of key steps in the strategic management process including strategic planning, implementation, and control.

Integration of functional plans with the strategic plan—A chapter is devoted to how the functional plans in operations, marketing, finance, human resources, and information system interface with the strategic plan.

Classroom tested cases—The cases cover a variety of companies and situations from start-up decisions to expansion decisions.

Coverage of ethics and social responsibility—The importance of management ethics and social responsibility is covered as a back-drop to the strategic management process.

Student-friendly pedagogy and features—Chapter outlines, learning objectives, on-page key term definitions, chapter summaries, discussion questions, and key terms.

ONLINE AND IN PRINT

Student Options: Print and Online Versions

Strategic Management Essentials: Concepts and Cases is available in multiple versions: online, in PDF, and in print as either a paperback or loose-leaf text. The content of each version is identical.

The most affordable version is the online book, with upgrade options including the online version bundled with a print version. What is nice about the print version is that it offers you the freedom of being unplugged—away from your computer. The people at Academic Media Solutions recognize that it is difficult to read from a screen at length and that most of us read much faster from a piece of paper. The print options are particularly useful when you have extended print passages to read.

The online edition allows you to take full advantage of embedded digital features, including search and notes. Use the search feature to locate and jump to discussions anywhere in the book. Use the notes feature to add personal comments or annotations. You can move out of the book to follow Web links. You can navigate within and between chapters using a clickable table of contents. These features allow you to work at your own pace and in your own style, as you read and surf your way through the material. (See “Harnessing the Online Version” for more tips on working with the online version.)

Harnessing the Online Version

The online version of *Strategic Management Essentials* offers the following features to facilitate learning and to make using the book an easy, enjoyable experience:

- *Easy-to-navigate/clickable table of contents*—You can surf through the book quickly by clicking on chapter headings, or first- or second-level section headings. And the Table of Contents can be accessed from anywhere in the book.
- *Key terms search*—Type in a term, and a search engine will return every instance of that term in the book; then jump directly to the selection of your choice with one click.
- *Notes and highlighting*—The online version includes study apps such as notes and highlighting. Each of these apps can be found in the tools icon embedded in the Academic Media Solutions/Textbook Media’s online eBook reading platform (www.academicmediasolutions.com).
- *Upgrades*—The online version includes the ability to purchase additional study apps and functionality that enhance the learning experience.

INSTRUCTOR SUPPLEMENTS

In addition to its student-friendly features and pedagogy, the variety of student formats available, and the uniquely affordable pricing options that are designed to provide students with a flexibility that fits any budget and/or learning style, *Strategic Management Essentials* comes with the following teaching and learning aids:

- *Test Item File*—This provides a set of multiple-choice, true/false, and essay questions for every chapter for creating original quizzes and exams.
- *Instructor’s Manual*—This is a condensed version of the book offering assistance in preparing lectures, identifying learning objectives, developing essay exams and assignments, and constructing course syllabi.
- *PowerPoint Presentations*—Key points in each chapter are illustrated in a set of PowerPoint files designed to assist with instruction. In addition to the key points, the slides include all of the numbered figures and tables from each chapter.
- *Online Video Labs with Student Worksheets*—A collection of high-quality, dynamic, and sometimes humorous video segments (contemporary and classic) produced by a variety of media, academic, and entertainment sources, accessed via the web. Organized by chapter, the video segments illustrate key topics/issues discussed in the chapters. Each video segment is accompanied by a student worksheet that consists of a series of discussion questions that helps students connect the themes presented in the video segment with key topics discussed in the specific chapter.

STUDENT SUPPLEMENTS AND UPGRADES (ADDITIONAL PURCHASE REQUIRED)

- *Lecture Guide*—This printable lecture guide is designed for student use and is available as an in-class resource or study tool. Note: Instructors can request the PowerPoint version of these slides either to use as developed or to customize.
- *Quizlet Study Set*—Quizlet is an easy-to-use online learning tool built from all the key terms from the textbook. Students can turbo charge their studying via digital flashcards and other types of study apps, including tests and games. Students are able to listen to audio, as well as create their own flashcards. Quizlet is a cross-platform application and can be used on a desktop, tablet, or smartphone.

Acknowledgments

A book is seldom the work of the authors alone but includes the contributions of others. We would especially like to thank Katelyn Self for her help in preparing the slides to accompany the text and with some formatting issues that arose in the writing of the book. Thanks also to Stephanie Metts for help with other formatting problems. This book would not have been completed without their efforts. We would also like to thank the many case writers who granted us permission to use their cases in the text. In addition, we want to thank Dan Luciano, the president/founder of Academic Media Solutions (AMS), for development of the concept of affordable college textbooks and his encouragement to write the book. And finally, we thank Victoria Putman and Lori Bradshaw of Putman Productions for the production and editorial direction they provided to make this book a reality. We also would like to thank Southeastern Oklahoma State University and their Board of Regents for granting one of the authors a sabbatical to work on the book.

About the Authors

Dr. Robert E. Stevens is John Massey Professor of Business in the John Massey School of Business, Southeastern Oklahoma State University, Durant, Oklahoma. He has over 250 publications; 35 books, which include *Strategic Planning and Marketing for Healthcare Organizations* and *The Essentials of Business Research*, 135 articles, 45 cases and 14 other publications. Dr. Stevens taught at four other universities prior to joining the faculty at Southeastern Oklahoma State University in 2006. Dr. Stevens has served as a consultant to local, regional, and national firms and has been an owner of four small businesses. He is co-editor of *Services Marketing Quarterly*, and *Health Marketing Quarterly*. He has served as Program Chair, Senior Vice President and President of Southwest Case Research Association, and was named the McGraw-Hill Outstanding Educator by that group in 2017.

Dr. Lawrence S. Silver is the John Massey Endowed Chair and professor of marketing at Southeastern Oklahoma State University, Durant, OK. He has published numerous refereed articles and conference papers and has co-authored three books. Dr. Silver has extensive experience outside of academia. He served as an officer in the United States Navy, owned and operated an independent insurance agency, and served as an outside director for a community bank. In addition to his academic credentials, Dr. Silver holds the Chartered Property-Casualty Underwriter (CPCU) and Chartered Life Underwriter (CLU) designations. He is also active in the National Apartment Association and holds the Independent Rental Owner Professional (IROP) designation.

Dr. Martin S. Bressler is Professor of Marketing and Management and the John Massey Endowed Chair of Entrepreneurship at Southeastern Oklahoma State University, Durant, OK. Dr. Bressler was a Fulbright Scholar to Germany and Resource Panel expert to the White House Conference on Small Business. He has authored more than 70 refereed articles and co-authored three books. Dr. Bressler started his career at Sears, Roebuck and Company, Merchandise Group, where he held several management positions. Before joining the faculty at Southeastern, Dr. Bressler taught at several other institutions including Thomas College and Houston Baptist University. He previously served as President of the Association for Small Business and Entrepreneurship, the Southwest Case Research Association and is currently President of the Institute for Global Business Research. He is editor of the *Global Journal of Entrepreneurship* and co-editor of the *Journal of Behavioral Studies*.