

Dynamic Strategic Thinking for Improved Competitiveness and Performance

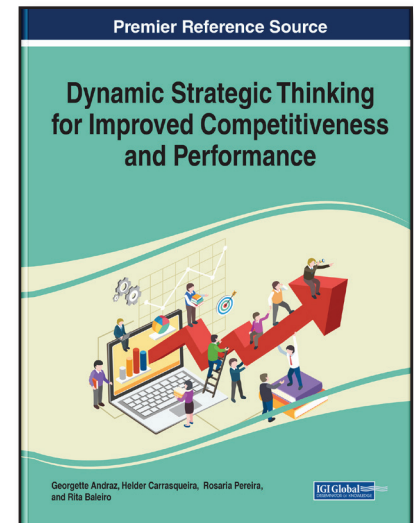
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Georgette Andraz (Universidade do Algarve / CEFAGE, Portugal),
Helder Carrasqueira (Universidade do Algarve, Portugal), Rosaria
Pereira (Universidade do Algarve / CinTurs, Portugal), and Rita Baleiro
(Universidade do Algarve / CEC FLUL, Portugal)

Description:

Competition in today's global economy has become more complex due to the adoption of digitization and advanced methods of performance. Firms are compelled to adapt to new challenges that are altering the economic scope while maintaining a competitive edge. Empirical research is needed that highlights innovative and dynamic strategies that will allow corporations to maintain a level of sustainability and remain competitive in the global market.

Dynamic Strategic Thinking for Improved Competitiveness and Performance provides emerging research exploring the innovative methods organizations have implemented in order to improve their overall effectiveness. This book analyzes novel strategies companies are using to adjust and respond to modern challenges including globalization and digitization. Featuring coverage on a broad range of topics such as digital business, social media, and human capital, this book is ideally designed for researchers, policymakers, managers, practitioners, executives, government officials, students, and academicians seeking research on modern strategic performance methods for improving corporate sustainability and competitiveness.



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Topics Covered:

Competitive Advantage
Corporate Governance
Corporate Sustainability
Digital Business
Financial Performance

Firm Performance
Human Capital
Inter-Organizational Networks
Social Media
Strategic Assets

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate
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