



## Strategic Management: In Small and Medium Enterprises (Paperback)

By Farhad Analoui, Azhdar Karami

Cengage Learning EMEA, United Kingdom, 2003. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In most countries, statistics show that 99 of businesses are classified as `small businesses . In the UK alone, 99.8 of businesses employ less than 250 staff and these companies contribute more than a half of the UK s turnover. This new textbook goes where other strategic management texts have not and focuses on these small and medium size enterprises (SMEs), rather than focussing on large corporations and the actions of their CEOs. The authors consider how managers of small firms perceive the processes associated with strategic management, what decisions and actions they adopt to ensure competitive advantage, how business strategies are formulated and implemented in SMEs, and what the strategic role of entrepreneurship within small businesses is. They also discuss how SMEs should act for maximum competitive advantage, and consider the `gap between ideal theory and practice. This unique textbook will be essential for students on Small Business, Entrepreneurship and Enterprise modules at undergraduate and Masters level, and will also be useful on core modules in Strategy, Business Policy and Strategic Management at all levels.



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