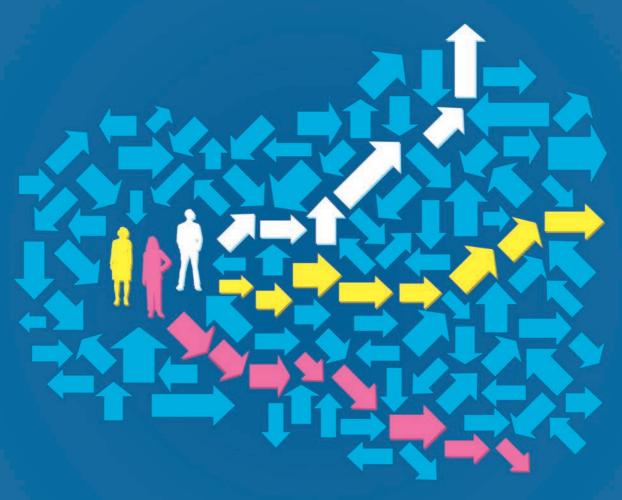# EXPLORING STRATEGY

TWELFTH EDITION

Richard Whittington • Patrick Regnér • Duncan Angwin

Gerry Johnson • Kevan Scholes

Pearson

TEXT AND CASES

Welcome to Exploring Strategy

Strategy is a crucial subject. It's about the development, success and failure of all kinds of organisations, from multinationals to entrepreneurial start-ups, from charities to government agencies, and many more. Strategy raises the big questions about these organisations – how they grow, how they innovate and how they change. As a manager or an entrepreneur, you will be involved in shaping, implementing or communicating these strategies.

Our primary aim with *Exploring Strategy* is to give you a comprehensive understanding of the issues and techniques of strategy. We can also help you get a great final result in your course. You can make the most of the text by:

- Exploring hot topics in cutting-edge issues such as business models, corporate governance, innovation, entrepreneurship and strategy practice.
- Engaging with our 'Thinking Differently' sections to access novel and distinctive perspectives on core themes in strategy
- Using the 'Strategy Lenses' to think critically and originally about key topics and to set you on your way to better grades in your assignments and exams.
- Pursuing some of the recommended readings at the end of each chapter. They're specially selected as accessible and valuable sources that will enhance your learning and give you an extra edge in your course work.

We want *Exploring Strategy* to give you what you need: a comprehensive view of the subject, an ambition to put that into practice, and – of course – success in your studies. We hope that you'll be as excited by the key issues of strategy as we are!

So, read on and good luck!

Richard Whittington
Patrick Regnér
Duncan Angwin
Gerry Johnson
Kevan Scholes

Exploring Strategy, Text & Cases

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