

# Marketing Management A Strategic Decision Making Approach

## 8th International Edition

Strategic Decision Making Top Decisions Strategic Decision Making Entrepreneurial Strategic Decision-making Corporate Governance and Strategic Decision Making Smart Decisions Financial Techniques for Strategic Decision Making Enabling Strategic Decision-Making in Organizations through Dataplex Strategic Decision-making The Essence of Strategic Decision Making Strategic Decisions and Weak Signals Uncertainty and Strategic Decision Making Top Decisions Strategic Decisions Strategic Decision Making Strategic Decision-Making. A Practical Example Based on "Tesla" The Art of Strategic Decision-Making The Bradford Studies of Strategic Decision Making Strategic Decision-making in the Context of Crisis and Uncertainty Decision Making and Business Performance Niels G. Noorderhaven David John Hickson Simon Haslam Patrick Alexander Maria Vermeulen Lawrence Emeagwali Thomas N. Martin Dr. Kumuda P R Siva Ganapathy, Subramanian Manoharan Chris Gore Charles R. Schwenk Humbert Lesca Kristian J. Sund David John Hickson Vassilis Papadakis Navneet Bhushan Lukas Wagner Peter Hollins Dave J. Hickson Vishad Ramnund Eric J. Bolland

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this work adopts a theoretical approach and focuses on strategic decision making as a process it describes decision making as an activity performed by rational and biased individuals and places an emphasis upon group dynamics and the organizational context

based on studies carried out at the bradford management centre in britain 1970 1984

making strategic decisions is a fundamental skill for leaders and managers however in a business environment that is in a constant state of change making strategic decisions has never been more difficult

strategic decision making addresses this challenge by providing a framework that can be used to make sound decisions in an uncertain world structured around the core concepts of framing experimenting and scaling this book will ensure that efforts are focused where the need is greatest that interventions are tested evaluated and revised if necessary and that successful initiatives are effectively rolled out across the business packed with real world examples and backed up by academic research strategic decision making will allow today's leaders and the leaders of tomorrow to make successful and defensible business choices it shows how to avoid decision making bias overcome organizational inertia manage the difficulties of rigid organizational structures and avoid being side tracked by outdated or irrelevant experience essential reading for business practitioners and management students alike this comprehensive guide provides a robust approach to achieving strategic success

this book is a commendable source of reference for entrepreneurship researchers it offers insight into a number of focused research accounts that may assist other researchers in their entrepreneurship research proposals and execution the literature review section will be of particular value to such early scholars of the field the book is highly recommended for postgraduate entrepreneurship students and would be worthy of filling a space on any active entrepreneurship researcher's bookshelf david douglas international journal of entrepreneurial behaviour and research strategic choices made by entrepreneurs have major consequences for SME performance this book explores the factors that influence entrepreneurial strategic decisions using a cognitive theoretical framework the proposed model based on a dual processing approach integrates motivation emotions and information processing modes and is tested in several empirical studies the results show the model's potential for furthering interesting research agendas in entrepreneurial cognition research the authors also reveal that entrepreneurial cognitions can be elicited and represented in the form of cognitive maps the structural complexity of the cognitive maps cognitive complexity is an important prerequisite of effective strategic decisions and is a core concept for the advancement of our knowledge in entrepreneurial cognition the book is an informed and interesting exploration of entrepreneurial cognition with both theoretical and methodological contributions to this field of research entrepreneurial strategic decision making will be of great interest to undergraduate students and academics in the field of entrepreneurship policymakers will learn from this book to understand the distinctions between various types of entrepreneurial decision makers and the way they make strategic decisions

this edited volume aims to intimate and orient readers on the current state of corporate governance and strategic decision making a decade after the global financial crises in particular it sheds more light on the current state of affairs of corporate governance mechanisms codes and their enforcement as well as novel issues arising the ten constituent chapters contained herein are authored by seasoned academics with research interests in the areas of corporate governance strategic management and sustainable management practices it provides up to date theoretical and empirical evidence of such corporate governance issues as corporate governance codes corporate fraud quality of earnings strategic decision making corporate social responsibility sustainable management and sustainable growth strategies irrespective of the diverse nature and span of the topics included this edited volume is divided into three sections and structured to read as a unit

financial techniques for strategic decision making is a comprehensive guide that equips business leaders managers and financial professionals with the essential tools and methodologies needed to make informed data driven strategic decisions the book delves into key financial concepts such as capital budgeting risk analysis cost management financial forecasting and performance measurement all within the context of long term strategic planning with a focus on real world application it blends theory with practical insights case studies and decision making frameworks to help readers align financial analysis with corporate goals whether navigating mergers investments or growth strategies this resource empowers readers to evaluate options effectively and drive sustainable success

enabling strategic decision making in organizations through dataplex breaks down the role of data in strategic decision making examining the organizational benefits but also utilising real world examples of limitations and challenges and how these can be overcome

a study of effective decision making in business at the strategic level it emphasizes how to improve decision making and provides a framework for analysis of techniques appropriate to particular organizations and circumstances case study material is provided at the end of each chapter

an increasing number of business executives managers and political leaders are using the concept of weak signals nowadays there are also an increasing number of people trying to find out exactly what this concept means as well as when and how to use it such questions arise particularly when it comes down to making strategic decisions to help with these questions this book defines the concept of the weak signal and then demonstrates how it would be useful in relation to strategic decisions and more precisely in relation to three moments of the strategic decision i e the trigger of the strategic decision what is the trigger why and when the development of the strategic decision the implementation of the strategic decision

in this book leading researchers on managerial and organizational cognition consider the foundations of individual and social cognition and their effect on strategic decision making

over the past ten years there has been growing interest in the process of strategic decision making among both managers and researchers strategic decisions are important for five main reasons they are large scale risky and hard to reverse they are a bridge between deliberate and emerging strategies they can be a major source of organizational learning they play an important part in the development of individual managers and they cut across functions and academic disciplines strategic decisions summarizes the current state of the art in research on strategic decision making with chapters prepared by leading strategy researchers the editors also present implications for current application and proposed directions for future research

strategic decision making provides an effective formal methodology that provides help with decision making problems especially strategic ones with high stakes involving human perceptions and judgements focusing on applying the ahp to decision making problems strategic decision making covers problems in the realms of business defence and governance using case studies drawn from years of experience the

book discusses decision making for real life problems and includes many worked examples and solutions to problems throughout the reader will gain comprehensive exposure to the extent of assistance that a formal methodology such as ahp can provide to the decision maker in evolving decisions in complex and varied domains

essay from the year 2017 in the subject business economics business management corporate governance grade 10 tongji university language english abstract decision making is a fundamental skill for any successful executive but decisions at strategic level are hard to make they require large amounts of resources and commitments which may be irreversible they involve long term consequences that are hard to predict and they require considering multiple often conflicting strategic objectives which are difficult to balance particularly in the presence of risk and uncertainty research and thinking about modern business strategy emerged as a field of study and practice in the 1960s prior to that time the words strategy and competition rarely appeared in the most prominent management literature when influential academics in the usa started to think fundamentally about strategic decision making in the 1980s and 90s they made the assumption that everything works in a competitive working free market and developed thereof generic strategy tools that are supposed to work everywhere however elmes the guest speaker argues that they are not well founded since strategies need to be developed in the respective context of an industry or market this position will be explained in more detail during this essay especially the determinant of market efficiency meaning how competitive a market is strongly influences the development of strategic decisions there are many industries where government involvement or asymmetric competition need to be considered to make strategic decisions whereby generic strategy tools tend to be ineffective therefore the key questions for this essay will be firstly what are the traditional concepts of strategy and how have they involved secondly what actually makes a strategy successful and lastly how does it apply in practice

verwhelmed and paralyzed by your choices learn how to get it right the first time improve your analysis judgment and intuition unfortunately you can't just rely on your gut instinct or hunch when you make decisions there's a science to improving your critical thinking weighing pros and cons and avoiding the traps that take you down the wrong path make smart decisions by catching your brain's built-in flaws the art of strategic decision making will teach you to seize control of your life and make sure your decisions aren't making you this book cites years of research and scientific studies about what constitutes a great decision and the factors that will inevitably lead you there it is an in-depth look at human nature and psychology and why we make decisions in the way we do for better or for worse this book is packed with theory but it is all practical and actionable use these mental models and pieces of analysis on your decisions today think more quickly and more thoroughly at the same time peter hollins has studied psychology and the human condition for over a dozen years this book contains tactics pulled from his personal experience as well as some of the most famous studies in decision theory and social psychology to help you make snap decisions beat analysis paralysis and eliminate indecision learn your subconscious motivations needs and desires that hijack your brain discover the surprising causes and cures for decision fatigue over 10 of the most dangerous cognitive biases and decision traps how to make your pros and cons lists incredibly useful and illuminating the 6 hats method of intelligent decisions and how you can inhabit different perspectives the wrap method of planning for failure in decisions how to think outside

the box and creatively solve problems

this title was first published in 2001 this volume brings together the 25 year output of the longest running programme of research into the making of decisions by top management it describes and explains the processes of arriving at major decisions and how they are affected by the issue under decision the form of organization and national differences and then finally success and failure in implementation the programme continues with research on routes in successfully managing implementation

in times of crisis leaders are faced with deep uncertainty and effective crisis management requires strategic decisions to ensure long term sustainability there are opposing academic views on the types of cognition and philosophies used in crisis decision making thus raising a need for empirical evidence coupled with this increasing turbulence in the business environment has created a renewed interest in research on management decision making in uncertainty the novel coronavirus pandemic represents an unprecedented challenge which has accelerated these research agendas this study explores how business leaders in the banking sector respond to crisis and uncertainty in their organisational strategic decision making process using a qualitative approach twenty one semi structured interviews were conducted with business leaders this study found that crisis and uncertainty created opposing forces for decision makers which led to a combination of intuition and analysis being applied shifts in strategy were identified and a three stage approach was applied in decision making using a pragmatic philosophy this study contributes to literature by providing an in depth understanding of the strategic decision making process used by business leaders in banking during the coronavirus crisis revisiting the roles of intuition and analysis in decision making and proposing a framework which could lead to effective and sustainable strategic decision making

this breakthrough study examines how business decisions explain successful and unsuccessful performance real world and academic research is evaluated including interviews and cases studies to create a model of how decisions and performance are connected for businesses of all sizes recommendations are made to optimize decision making and projections about the future of decision making and performance are provided

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