



Practicing Strategy: Text and cases

Sotirios Paroutis, Loizos Heracleous, Duncan Angwin

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Shortlisted for the 2013 Chartered Management Institute textbook award, *Practicing Strategy* broke new ground when it first published by focusing on the strategy-as-practice approach, which considers strategy not only as something an organisation *has* but something which its members *do*.

The new edition deals with a selection of topics that have been central in recent academic debates in the strategy-as-practice area. Also new to the 2nd edition are

- **7 New chapters** on topics such as Chief Executive Officers, Middle Managers, Strategic Alignment and Strategic Ambidexterity in line with developments in the field
- **New case studies throughout** including Narayana health, the turnaround of Reliant group and relocating a business school
- Tutor and student access to a **companion website** where you will find additional online readings and more.

The approach through a mix of academic studies and applied research is aimed at undergraduate and postgraduate students taking advanced strategy modules and practitioners alike.

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