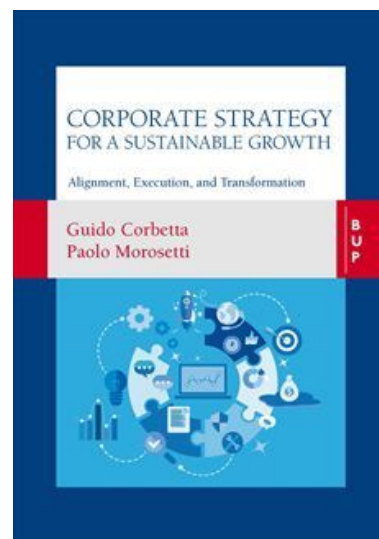


CORPORATE STRATEGY FOR A SUSTAINABLE GROWTH

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Descrizione

Corporate strategy differs from business strategy by the fact that the former aims at building a corporate advantage, while the latter a competitive advantage. Both are intertwined and are crafted not only to find an alignment with the environmental context and company's resources, but also with the ownership model. Two are the main groups of decisions that characterize corporate strategy: Where to invest or divest? How to manage the business portfolio? This book, rooted in academic research, the teaching experiences of the authors, and their direct understanding of the corporate world, consists of seventeen chapters, which allow readers to learn how to analyze and evaluate a corporate strategy; how to make and implement growth or divestiture decisions; how to manage M&A processes; how to design the organizational structure to translate a portfolio strategy into sound results; how to implement an effective corporate governance, and how to guide a strategic and organizational change. Written for students, managers, entrepreneurs, owners, board members, and advisors, this book provides concepts, methods and practices to make good corporate strategy decisions in firms of any size, whose boundaries can cross multiples industries and geographies.

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