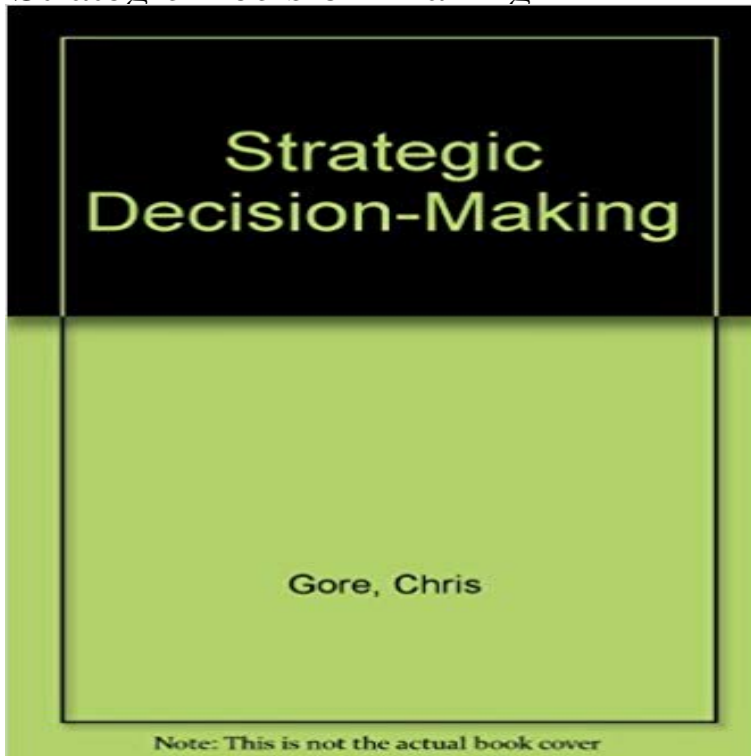


Strategic Decision-Making



This is 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. It is aimed at students in the final year of degree courses and advanced management courses dealing with business policy and management strategy. It links intermediate-level studies in decision-making with advanced studies on strategy.

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