



Mastering Strategic Management

By Tim Hannagan

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Mastering Strategic Management provides a clear and insightful exploration of the complex issues faced by managers today. Organisations face constant change as a result of competitive pressures, political changes, social developments and technological progress. Strategic management is a plan of action to enable an organisation to succeed in this changing world through the dynamic management organisation and leadership of private and public sector companies and institutions.

This book describes and analyses all these issues and explains the process of meeting the needs of an organisation's customers and other stakeholders.

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Editorial Review

About the Author

TIM HANNAGAN is an Educational Consultant and a writer. He has worked for companies in the UK and abroad in sales, marketing, and general management. He has also worked in the public sector in further and higher education including over ten years as Principal and Chief Executive of a Further Education Corporation. He has written a range of books on business and management subjects including *Mastering Statistics*.

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