

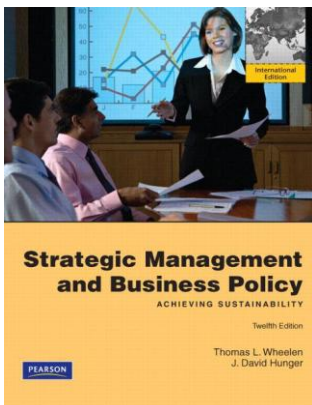
FEATURED LIBRARY BOOKS OF THE MONTH

CHECK OUT NOTABLE BOOKS ON POPULAR TOPICS FROM THE **HONG KONG INSTITUTE OF CPAs LIBRARY** AND KEEP UP-TO-DATE.

THIS MONTH'S TOPIC

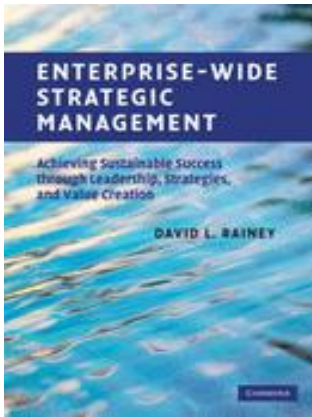
Strategic Planning

Title:	Strategic management and business policy : achieving sustainability
Author:	Thomas L. Wheelen, J. David Hunger
Publisher:	Upper Saddle River, N.J. : Pearson Prentice Hall
Year of Publication:	2010
Edition:	12th ed.
Call No.:	HD30.28 .W43 2010



- ◆ This edition introduces a new theme: environmental sustainability. This new theme complements the existing global issues theme carried forward from past edition. Environmental sustainability has become a strategic issue and one that will become even more important in the years ahead, as all of us struggle to deal with the consequences of climate change, global warming, and energy availability.
- ◆ Contents of the book include:
 - Basic concepts in strategic management
 - Corporate governance
 - Ethics and social responsibility in strategic management
 - Environmental scanning & industry analysis
 - Internal scanning & organizational analysis
 - Strategy formulation: Situation analysis & business strategy
 - Strategy formulation: Corporate strategy
 - Strategy formulation: Functional strategy & strategic choice
 - Strategy Implementation: Organizing for action
 - Strategy Implementation: Staffing & directing
 - Evaluation & control
 - Suggestions for case analysis

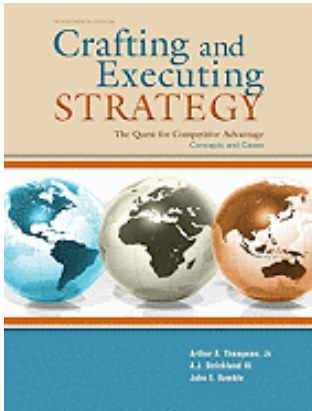
Title: Enterprise-wide strategic management : achieving sustainable success through leadership, strategies, and value creation
Author: David L. Rainey
Publisher: Cambridge University Press
Year of Publication: 2010
Call No.: HD30.28 .R35 2010



◆ The book is a leading-edge work that shows how business leaders can take better advantage of their opportunities by taking a broader perspective of the world in which they operate. David Rainey advocates a holistic approach to the business environment, arguing that managers must work with all stakeholders to create long-term success. Including numerous case studies featuring global corporations and small- and medium-sized enterprises (SMEs), it provides guidance and support in formulating, developing, and implementing business strategies and action plans. It also includes advice on how to develop and deploy strategic management systems, management constructs, and organizational structures.

- ◆ The title covers:
- Enterprise-wide strategic management: Underpinnings and context
 - Strategic management: Historical aspects and contemporary perspectives
 - Enterprise-wide strategic leadership: Creating value and sustainable success
 - The business environment: A global perspective on leading change
 - Market spaces: The intersection of economic and business forces
 - Strategic management framework and strategic analysis
 - Strategic formulation - options, mission statements, and objectives
 - Strategy formulation - business strategies and action plans
 - Strategic implementation and execution
 - Reflections and concluding comments

Title: Crafting and executing strategy : the quest for competitive advantage : concepts and cases
Author: Arthur A. Thompson, Jr., A.J. Strickland III, John E. Gamble
Publisher: New York : McGraw-Hill/Irwin
Year of Publication: 2010
Edition: 17th ed.
Call No.: HD30.28 .T53 2010



◆ Thompson, Strickland and Gambles present the latest research findings from the literature and cutting-edge strategic practices of companies have been incorporated to keep step with both theory and practice. The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management. Known for its cases and teaching notes, the title provides an unparalleled case line up. It includes following features: 1) 22 of the 26 cases are brand new or extensively updated for this edition; 2) the selection of cases is diverse, timely, and thoughtfully-crafted and complements the text presentation pushing students to apply the concepts and analytical tools they have read about; 3) many cases involve high-profile companies; and, 4) there's a comprehensive package of support materials that are a breeze to use, highly effective, and flexible enough to fit most any course design.

- ◆ The book includes:
- Introduction and overview
 - Core concepts and analytical tools
 - Crafting a strategy
 - Executing the strategy
 - Crafting strategy in single-business companies
 - Crafting strategy in diversified companies
 - Implementing and executing strategy
 - Strategy, ethics, and social responsibility