



Institut Manajemen Telkom (<http://www.imtelkom.ac.id>)

Concepts in Strategic Management and Business Policy: Achieving Sustainability (twelfth edition)

This edition introduces a new theme that runs throughout all 12 chapters: **environmental sustainability**. This new theme complements the existing global issues theme carried forward from past editions. Environmental sustainability has become a strategic issue and one that will become even more important in the year ahead, as all of you struggle to deal with the consequence of climate change, global warming, and energy availability.

Feature new in this edition:

- Each chapter contains a boxed insert dealing with an issue in environmental sustainability.
- Each chapter and with Eco Bits, interesting tidbits of ecological information, such as the number of plastic bags added to landfills each year.
- Each part ends with a short case dealing with topics and issues from that part's chapter on companies ranging from Chiquita Bananas to Boeing and Airbus.
- Special sections on sustainability have been added to chapters 1 and 3.
- A section on the natural environment has been added to the societal and task environments in chapter 4.
- A section on managing strategic alliances has been added to chapter 7.
- Offshoring has been added to the outsourcing section in chapter 8.



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