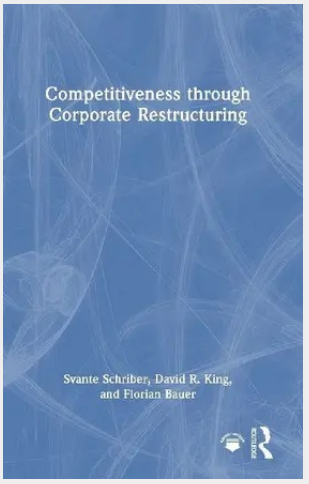
Schriber / King / Bauer

Competitiveness through Corporate Restructuring



This book provides an engaging exploration of how corporate strategy and restructuring can significantly shape the competitiveness of firms. Corporations – firms with more than one business unit – require managers to decide how best to allocate resources to ensure the overall corporation thrives. This book provides a concise yet holistic and dynamic approach to corporate restructuring measures, such as alliances, R&D investments, acquisitions, and the exiting of businesses. Successful corporate restructuring requires balancing several challenges and allows managers to adjust how a corporation relates to external trends, such as globalization, rapid technical development, competitive change, and various stakeholders. Corporate strategy is not a fixed solution to challenges; rather, corporations need to build a multi-relational and flexible restructuring capability. Chapters offer a practical account of the key challenges and tools of corporate strategists and are illustrated with real-life cases and data sets from both emerging and established markets across different countries. Each chapter includes discussion questions, key terms, and end-of-chapter summaries. This book is essential for advanced undergraduate and postgraduate students studying corporate strategy, corporate governance, and international business. Online resources include chapter-by-chapter slides and teaching notes, including answers to discussion questions.

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