

Strategic Management

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LAP Modules

Manage This! (Concept of Management)

Management—the logical process of coordinating resources in order to accomplish an organization's goals—is crucial in business. Managers are responsible for carrying out the management functions of planning, organizing, staffing, directing, and controlling. The successful performance of these activities determines if a business will achieve its goals.

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Manage this! (PowerPoint)

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Plan for Success (Create a Business Plan)

A business plan is your company's blueprint for success. There are many benefits to creating a business plan, and it is easier to do than most people think.

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Plan for Success (PowerPoint)

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Plan Now, Succeed Later

Learn what goes into a business plan, why it is important, and the situations in which a company should create and implement one. ©2007.

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Plan Now, Succeed Later (PowerPoint)

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PowerPoints by CEV

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Business Trends and Surveys

Business surveys are important marketing research tools which help companies gain imperative results from participants. The results can help companies determine present and future trends.

This presentation discusses how trends and surveys are related and what each of them involve. A variety of survey methods and the trends they lead to are examined.

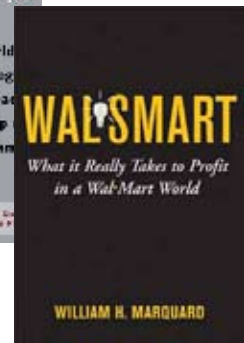
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PPT-09-043-4...\$59.00 (Member: \$56.05)



Reference Books



Strategy Power Plays

This hands-on guide shows managers how to create a plan for real results. On-the-job case studies of internationally renowned leaders and cutting-edge organizations. ©2007. Length: 225.

Recommended: PS/AD

RB-06-068-4...\$16.95 (Member: \$15.75)

Wal-Smart

Wal-Mart has substantially changed customer expectations and the ways businesses must deliver to keep up. This book provides insight on how to emulate the Wal-Mart strategies by cutting overhead and prices or by offering products they can't. ©2007.

Length: 256. Recommended: HS/PS/AD

RB-06-069-4...\$24.95 (Member: \$23.25)