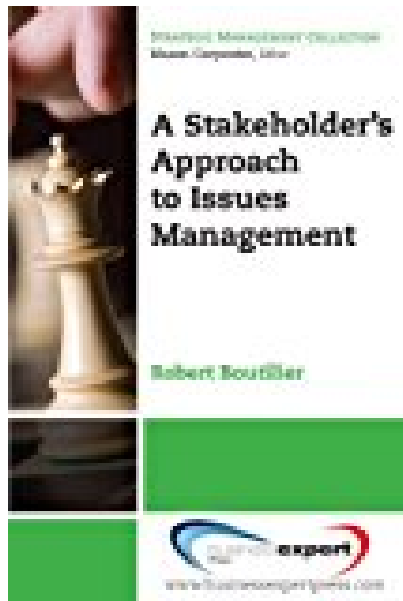


A Stakeholder Approach to Issues Management Strategic Management Collection



BOOK DETAILS

- Author : Robert Boutilier
- Pages : 100 Pages
- Publisher : Business Expert Press
- Language : English
- ISBN : 1606490974

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BOOK SYNOPSIS

The book will appeal to corporate managers who must manage issues and controversies involving outside groups and organizations. The book shows practitioners how to ground their strategic advice on the kind of empirical research that reveals the socio-political dynamics of the issue. It is the first book to approach issues management from a blended application of advances in institutional theory, social movement theory, stakeholder theory and social network analysis.

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