



Corporate Level Strategy: Theory and Applications

Olivier Furrer

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The challenges faced by diversified corporations – firms that operate in more than one industry or market – have changed over the years. There is now a wide range of strategies, including corporate level strategy, to add competitive advantage to these corporations as a whole.

In *Corporate Level Strategy*, Furrer guides the reader in developing the ability to consider the impact of change and other important environmental forces on the opportunities for establishing and sustaining corporate advantage by exploring three fundamental questions:

- Why are some companies highly specialized, while others embrace a wide range of products, markets and activities?
- What is the link between scope and performance?
- What can we say about the management of multi-business firms in terms of structure, management systems and leadership?

Replete with case studies and international examples, and featuring a companion website, this incisive book

is an ideal read for advanced undergraduate and postgraduate students.

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