

Strategy, Leadership & Management during Uncertain Times

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ISBN: 978-981-08-0591-3
Dimension: 15.5cm by 21.5cm
Pages: 548 pgs
Price: SGD45.00/ RM103.00

Book Synopsis:

- Strategy & strategic management: revisiting the essentials with a new perspective
- Strategic management as learning and adaptation for sustainable & resilient growth
- Competitive strategy and willing
- Value propositioning for competitiveness
- Business growth: challenges, principles, opportunities and process
- Growth through strategic real options
- Strategic marketing: projecting and planning for growth and market development
- Innovation strategy, process and management
- Human capital strategy design and deployment for leaders
- Strategic transformation and restructuring
- Strategic resilience against low cost competition
- Entre-intrapreneurship competence for growth revitalization
- Strategy in difficult times
- SWOT or TOWS: simple tool to guide strategy development

About the Author:

Kevin Vince Fernando is the author of six other books and brings with him more than 20 years of industrial experience. He is currently the chief operating officer of a global multinational with annual revenue in excess of US\$500 million with operations in more than 21 countries. He holds three doctoral degrees, two of which major in strategic management, three Master degrees majoring in accounting, strategic HRM and management, a Bachelor of arts degree in International Business and a number of professional qualifications. He is a regular speaker at conferences and has published a number of articles in various professional journals. As a full time industry practitioner and a passion for continuous learning, Kevin's differentiation comes from his ability to translate management theory into practical tools, concepts and processes.

