

Strategy Formulation in Entrepreneurial Firms

Description: Are there lessons that can be learnt by large corporations from the smaller ones? Using a sample covering a range of entrepreneurial firms in the UK, this book addresses the lack of strategic thinking in the management of small firms and provides recommendations for effective strategic management processes.

This book is concerned with strategy formulation issues in the relatively neglected field of entrepreneurial firms.

It raises questions such as what is the strategic role of entrepreneurship in small businesses? How does the top management in small firms perceive the processes associated with strategy formulation? How are business strategies formulated and implemented in SMEs?

And importantly, are there lessons that can be learnt by large corporations from the smaller ones?

Using a sample covering a wide range of entrepreneurial firms in the UK, the author addresses the lack of strategic thinking in the management of small firms and provides recommendations for effective strategic management processes.

Reviews

'At last, a comprehensive and well written book on strategy and entrepreneurship for SMEs. If nothing else, this is the one book to buy this year. An outstanding and informative read.'
Nada K. Kakabadse, Northampton Business School, UK

'For students, academics and practitioners alike, this book is valuable reading for those with an interest in learning to make strategic decisions and effectively engage in the process of formulating and developing sound strategies for business and entrepreneurial firms.'
Farhad Analoui, Bradford University, UK

About the Author/Editor

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