

Teaching Strategic Management

A Hands-on Guide to Teaching Success

Elgar Guides to Teaching

Edited by Sabine Baumann, Professor, Jade University of Applied Sciences, Germany

Teaching Strategic Management: A Hands-on Guide to Teaching Success provides a wide scope of knowledge and teaching resources on methods and practices for teaching strategic management theories and concepts for a multitude of settings (classroom, online and hybrid), course levels (bachelors, masters, MBA, executive) and student groups.

'Teaching Strategic Management is not just another traditional textbook on strategic management, but a comprehensive guide on how to successfully teach a fascinating and complex subject. Sabine Baumann has succeeded in inspiring many excellent and, above all, experienced strategic management educators to contribute. From the first to the last page, the reader benefits from the fact that the different perspectives of strategic management are highlighted in an extremely competent way and with a concrete reference to the teaching situation. Absolutely worth reading – not only for teachers.'

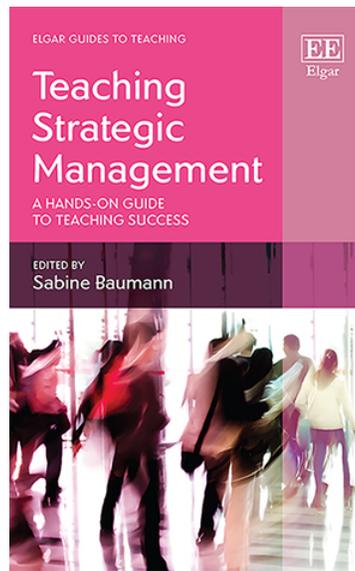
– Michael Nippa, Free University of Bozen – Bolzano, Italy

'Baumann has compiled a wonderful collection of works on the topic of teaching strategic management. Resulting from a series of academic seminars and frontline experiences, the book authors present a set of prescriptions for dealing with the exciting challenges strategy teachers continually face. Indeed, this book provides the reader with an examination of a multitude of pedagogical options for a variety of teaching settings. The book offers practical advice on a multitude of substantive issues, such as how to teach sustainability and ethics, as well as an invitation to consider interesting experiential and online methods. Altogether, this a comprehensive guide for anyone wanting to add variety and spice to his or her teaching.'

– Charles B. Shrader, Iowa State University, US

'This brilliant new book is an essential hands-on guide for anyone teaching strategic management today. Sabine Baumann has compiled a terrific series of mind-expanding articles, from some of the leading global thinkers on strategic management, and has woven them into an interesting and informative teaching guide. If you teach strategic management, I highly recommend listening to what they have to say.'

– Alan N. Hoffman, Bentley University, US, Co-Author, Strategic Management and Business Policy, 15th edition: Globalization, Innovation and Sustainability



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