

Pearson Arab World Editions

David, Ali and Al-Aali: Strategic Management

Pearson knows that the best learning takes place when learning tools are relevant, contextualized and engaging for the learner. Pearson has therefore created a series of textbooks designed especially for students studying in the Arab region: The Arab World Editions.

From this series comes the adapted version of David's Strategic Management, available in the Fall 2011. This book is popular for its Model of Strategic Management, which is developed and explained through the concepts chapters in the first half of the book. Students can then use the model for analysis of the long cases presented in the second half of the book. The Arab World Edition builds on this successful formula, integrating regional cases, examples and insights throughout.

Key features include:

- Two new chapters designed to illustrate strategic management from an Arab perspective: "Competing in the Global Marketplace" and "Leadership and Culture".
- 14 new long cases based on regional companies, including, Kuwait Petroleum Company, Emirates Airline, Jordan Telecom Group and Sharjah Islamic Bank. 11 other international cases provide global coverage.
- Integrated Arab business examples in every chapter, to give readers cultural and social insights.
- "Visit the Net" – to encourage readers to conduct their own, independent research on the internet.
- The "Cohesion Case", now based on SABIC, is revisited after every chapter for students to analyze issues relating to the concepts they have just covered.
- A new English-Arabic glossary.

Included at the end of every chapter are:

- Key terms and concepts.
- Issues for discussion and review.
- A list of current readings.

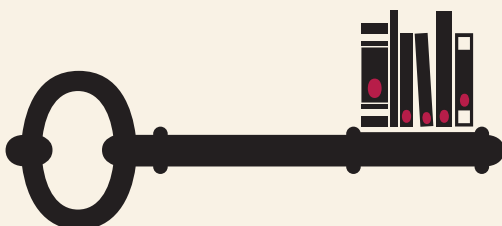


with access to the online tutorial and homework system

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“ This Arab World edition not only integrates concepts and views that are covered in various business fields but also offers students necessary insights and tools to make sound and informed decisions when joining business, government, and non-profit organizations. ”

Abbas J. Ali, author



For more information about any of the Arab World Editions please visit www.pearson.com/middleeast/awe