

Cambridge University Press

978-0-521-76980-8 - Enterprise-wide Strategic Management: Achieving Sustainable Success through Leadership, Strategies, and Value Creation

David L. Rainey

Copyright Information

[More information](#)

# Enterprise-wide Strategic Management

---

Achieving Sustainable Success through  
Leadership, Strategies, and Value Creation

David L. Rainey



CAMBRIDGE  
UNIVERSITY PRESS

Cambridge University Press

978-0-521-76980-8 - Enterprise-wide Strategic Management: Achieving Sustainable Success through Leadership, Strategies, and Value Creation

David L. Rainey

Copyright Information

[More information](#)

CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, São Paulo, Delhi

Cambridge University Press

The Edinburgh Building, Cambridge CB2 8RU, UK

Published in the United States of America by Cambridge University Press, New York

[www.cambridge.org](http://www.cambridge.org)

Information on this title: [www.cambridge.org/9780521769808](http://www.cambridge.org/9780521769808)

© David L. Rainey 2010

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2010

Printed in the United Kingdom at the University Press, Cambridge

*A catalogue record for this publication is available from the British Library*

ISBN 978-0-521-76980-8 hardback

---

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

---