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**Outside Fortress Europe:
Strategies for the Global Market (2 ed.)**

Recommended Complementary Texts



Outside Fortress Europe: Strategies for the Global Market (2e)

Complementary Texts for the Second Edition

Overview

Any book is necessarily selective in the body of knowledge from which it assimilates and articulates its ideas. *Outside Fortress Europe: Strategies for the Global Market (2e.)* is no exception to this general observation. Its principal concern is to cover a broader range of subject areas than generally found in a single text. The intention is to provide a cross-functional, multi-disciplinary perspective on the challenges of organizational life and business strategy development in a highly competitive and complex global business environment.

To achieve this objective, the book recommends a carefully screened selection of ‘complementary texts’ written by leading authors in their specialist disciplines. Theories of international business, global strategic management, finance, economics, strategy, competition and organizational behaviour are presented alongside a proven practical methodology for global business strategy success. This framework embraces strategic marketing, innovation, brand management excellence and implementation capabilities.

The book is written for leaders, executives, managers and postgraduate MBA/DBA students who aspire to run ‘intelligent companies’, whether as business owners, company employees or business advisors. It reflects a desire for positive organizational and personal change and emphasises that there is no need to distinguish between academic theory and business practice: one begets the other, and positive transformation is indeed achievable through effective leadership, management development, operational excellence and employee engagement.

Because of the diverse range of management science disciplines covered in *Outside Fortress Europe: Strategies for the Global Market*, carefully screened textbooks on specific subject areas for those interested in greater depth of study are recommended throughout its pages. The selected texts are chosen based upon cumulative feedback from working with University masters’ students and executives attending management development programmes. They have been recommended because they:

1. Are up to date.
2. Are pitched at the right intellectual level for MSc/MBA/DBA/PhD core courses and electives and/or the inquisitive reader.
3. Are fully referenced and indexed to guide readers towards original sources (e.g. peer-reviewed academic journals) for specific interest areas.
4. Have many illustrative examples and thought-provoking case studies to enhance readers’ learning experience.
5. Are complementary to all the other activities (lectures, cases, practical examples etc.) that are typically undertaken during taught-course sessions, seminars, workshops and masterclasses.
6. Are in most cases supported by a comprehensive web resource.

New editions of these books are common, another indicator of a textbook’s quality taken into account when recommending the most relevant books for inclusion.

Recommended Complementary Texts

The recommended complementary texts for the 2nd edition of *Outside Fortress Europe: Strategies for the Global Market* are presented in the table below, categorised with reference to the relevant chapters they support.

Ch	Title	Recommended Books
1	Globalization Forces and Organizational Change	Slack, N. & Brandon-Jones, A. (2019). <i>Operations Management</i> (9 ed.). Harlow: Pearson. Christopher, M. (2016). <i>Logistics and Supply Chain Management</i> (5 ed.). Harlow: Pearson.
2	Strategic Planning and Organizational Design for Global Business Strategy	Cameron, E., & Green, M. (2019). <i>Making Sense of Change Management: A Complete Guide to the Models, Tools and Techniques of Organizational Change</i> (5 ed.). London: Kogan Page.
3	Theories of International Business	Collinson, S., Narula, R., & Rugman, A. M. (2020). <i>International Business</i> (8 ed.). Harlow: Pearson.
4	Theories of Strategy and Competition	Dibb, S., Simkin, L., Pride, W., M., & Ferrell, O. C. (2019). <i>Marketing: Concepts and Strategies</i> (8 ed.). Andover: Cengage Learning. Whittington, R., Regnér, P., Angwin, D., Johnson, G., & Scholes, K. (2019). <i>Exploring Strategy: Text and Cases</i> (12 ed.). Harlow: Pearson.
5	Analysing Global Markets and the Intelligent Company	Pike, R., Neale, B., Akbar, S. & Linsley, P. (2018). <i>Corporate Finance and Investment: Decisions and Strategies</i> (9 ed.). Harlow: Pearson.
6	Strategic Marketing and Global Brand Management	Dibb, S., Simkin, L., Pride, W., M., & Ferrell, O. C. (2019). <i>Marketing: Concepts and Strategies</i> (8 ed.). Andover: Cengage Learning. Hooley, G., Nicoulaud, B., Rudd, J. & Lee, N. (2020). <i>Marketing Strategy & Competitive Positioning</i> (7ed.). Harlow: Pearson. Keller, K. L., & Swaminathan, V. (2019). <i>Strategic Brand Management: Building, Measuring, and Managing Brand Equity</i> (5 ed.). Harlow: Pearson. Wilson, A., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). <i>Services Marketing: Integrating Customer Focus Across the Firm</i> (4 ed.). London: McGraw-Hill Education.
7	A Practical Framework for Global Business Strategy Success	Lasserre, P. (2017). <i>Global Strategic Management</i> (4 ed.). London: Macmillan Education UK. McDonald, M., & Wilson, H. (2016). <i>Marketing Plans: How to Prepare Them, How to Profit from Them</i> (8 ed.). Chichester: Wiley.
8	Implementing Global Business Strategy	Kouzes, J. M., & Posner, B. Z. (2017). <i>The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations</i> (6 ed.). Chichester: John Wiley & Sons. Pfeffer, J. (2015). <i>Leadership BS: Fixing Workplaces and Careers One Truth at a Time</i> . London: Harper Collins.

9	Acquisitions, Joint Ventures and Strategic Alliances in Global Business Strategy	Gaughan, P. A. (2018). <i>Mergers, Acquisitions, and Corporate Restructuring</i> (7 ed.). London: John Wiley & Sons. Tjemkes, B., Vos, P., & Burgers, K. (2017). <i>Strategic Alliance Management</i> (2 ed.). London: Routledge.
10	Theories of Organizational Behaviour and Strategic Management	Buchanan, D., & Huczynski. (2019). <i>Organizational Behaviour</i> (10ed.). Harlow: Pearson. Whittington, R., Regnér, P., Angwin, D., Johnson, G., & Scholes, K. (2019). <i>Exploring Strategy: Text and Cases</i> (12 ed.). Harlow: Pearson.
11	A Strategic Perspective on Managing Change	Buchanan, D., & Huczynski. (2019). <i>Organizational Behaviour</i> (10ed.). Harlow: Pearson. Cameron, E., & Green, M. (2019). <i>Making Sense of Change Management: A Complete Guide to the Models, Tools and Techniques of Organizational Change</i> (5 ed.). London: Kogan Page.
12	A Stakeholder Perspective on Global Business Strategy	Freeman, R. E. (2010). <i>Strategic Management: A Stakeholder Approach</i> . Cambridge: Cambridge University Press. Steers, R. M., & Osland, J. S. (2019). <i>Management Across Cultures: Challenges, Strategies, and Skills</i> (4 ed.). Cambridge: Cambridge University Press.

For comprehensive details of Outside Fortress Europe: Strategies for the Global Market and to view *The Global Business Strategy Album* – a peer-reviewed curation of book extracts and essays reflecting contemporary international business issues and global strategic management challenges – please navigate to:

www.outsidefortresseurope.com