

Book: Strategic Administration



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We know the existence of successful and unsuccessful companies although they are acting in the same nature of activities, using advanced technologies, automation system and others. Why? Many would mention strategic administration as a tool to explain the sustainable growth of the successful companies especially in this fast changing context.

The administration form habitually observed in Vietnam is unique since it is based on the economic, social and cultural conditions of Vietnam. While the administration strategies that make use of competitive advantages are more

preferential in the Western countries, the administration strategies that are small in terms of scope but highly effective are much more appreciated by Vietnamese strategists.

The outstanding feature of this book is that both the Western and Eastern strategic thinking was introduced in a harmonious way. Besides the strategic administration technologies from the Western, the book covered the Eastern strategies and Vietnamese contexts. The necessary interference between the two distinct regions, the East and the West, helped to create optimal administration strategies. We strongly believe that this major book of strategic administration will be highly appreciated by readers.