

Related links

The website links listed have been divided into categories for ease of use. Most sites have free access or free registration though there are some, like Mintel and Keynote, where access is restricted unless you subscribe to them. Many educational establishments will have subscription to these sites and students can therefore access them via their own internal system.

The links are organized into following categories:

- [Strategy theory](#)
- [News sites](#)
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- [Scholarly societies and professional organisations associated with strategic management](#)
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- [Company weblinks cited at the end of the Minicases in the book](#)

Strategy theory

<http://www.infotoday.com> – some interesting articles relating to knowledge management and advertising. Can also search by industry sector.

<http://www.quickmba.com/strategy/levels/> - offers discussion and basic theory around all key aspects of management topics likely to be covered on business studies programmes. Useful for all business studies students, not just those studying for an MBA.

<http://www.caseplace.org> - site from aspen University, New York. Addresses social impact management; corporate and social responsibility and business ethics.

<http://www.examtutor.com/> - business theories, definitions, examples on many aspects of business studies.

<http://www.thetimes100.co.uk/> - online case studies and information on leading companies e.g. Abbey, Dixons, Heinz. Provides links within case studies to key theoretical concepts and strategy frameworks.

<http://www.alliancestrategy.com/> - gives examples of strategic alliances and partnerships.

<http://www.smartalliances.com/bahng/SilverDemo?PID=Home.html&NGPgID=HOME&contType=TABLE&dispType=HTML>
- articles of interest on strategic alliances.

http://www.hero.ac.uk/uk/reference_and_subject_resources/resources/journals_publications471.cfm - you can gain access to over 1000 scholarly journals, many of which are full text.

<http://www.economist.com/index.html> - lots of interesting articles relating to current business and economic theory.

<http://harvardbusinessonline.hbsp.harvard.edu/> - listings of current and past periodicals and discussion opportunities and reviews around them.

<http://www.marketing-week.co.uk> – news and updates on new products and services and what organisations are doing in relation to their marketing and public relations activities. Good for career vacancies.

<http://www.emerald-library.com/> - this is an online database of 82 management journals. Full text articles are available after 1994.

News sites

<http://www.bbc.co.uk/business> - news items and TV programmes.

<http://news.bbc.co.uk/1/hi/business/default.stm> - breaking news stories with special sections on for example, the economy, e-commerce and companies. Archive material is also available.

<http://www.businessweek.com/index.html> - online version of the magazine. Features on American and international industries and companies.

<http://www.channel4.com/news> - some good special reports on industries and companies.

<http://www.news.google.com/news> - excellent site for drawing articles from many other sites on companies and specific industries.

<http://www.guardian.co.uk/business> - good site for business news and archive material.

<http://www.reuters.com> - news agency website, editions of which can be changed for different countries. The emphasis is on business and financial news. Company information is also included.

<http://www.cnn.com/index.html> - news and current affairs. Includes key management issues and debates. This is a good site for company searches.

<http://www.ft.com/> - lots of useful articles, which can be searched by sector. Archive material available.

<http://www.independent.co.uk/>

<http://www.sunday-times.co.uk>

Company information

<http://www.chamberonline.co.uk> - provides useful information and guidance for small to medium sized companies, links to regional chambers, statistics etc.

<http://www.bized.co.uk> – this site offers lots of interesting material on companies and industry sectors as well as current theory in all aspects of business management.

<http://www.companieshouse.gov.uk> – you can search this site for companies in alphabetical order. It contains basic company information and accounts can be accessed for a fee.

<http://www.apinfo.co.uk/dnb/br/> – information such as size, number of employees, turnover etc. can be accessed. A fee is required for certain types of data.

<http://www.kellysearch.co.uk/> - you can search this website by company name, products or services as per the hard copy of the directory.

<http://www.kompass.com> - searchable by company name or product/service. 1.5 million companies across a host of different countries.

<http://www.eyp.co.uk/> - can search for companies alphabetically and by location (Yellow Pages).

Scholarly societies and professional organisations associated with strategic management

<http://www.sps.org.uk/> - this is known as the strategic planning society. This is essentially an academic site that looks at strategy research, debate and discussion on key concepts.

Market research/reports

www.mintel.co.uk/ – market reports covering a vast multitude of different products and services. Contains information and data on: key players, market shares, segmentation and size, advertising and sponsorship, distribution, basic financial details of key players, etc.

<http://www.keynote.com> – similar to Mintel (above).

<http://www.euromonitor.com> – global market reports similar to those above.

<http://www.frost.com/> - search by keywords or industry sector. Many reports are available but most will require a fee.

Consultancies

<http://www.kpmg.co.uk> – good site for general topical business issues. Often has special reports on various industries or theory e.g. mergers and acquisitions.

<http://www.mckinsey.co.uk> – publishes a quarterly online journal which will be emailed to you on registration. Includes lots of good research articles and many special highlights on cutting edge business issues.

<http://www.pwc.com> – Pricewaterhousecoopers offers an interesting site with articles and news on current business issues. They also include their own research articles and reports.

<http://www.bcg.com> – a well known consultancy for all of you studying strategic management. Includes some interesting material on strategic planning.

<http://www.fuld.com> – this consultancy specialises in competitive intelligence. It provides some useful discussion on why this activity is important and some useful examples of projects they have undertaken in this area.