

## The Cube of Strategic Management

The Distinctive Advantage of Organizations

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The Cube of Strategic Management: The Distinctive Advantage of Organizations is a trans-disciplinary book that introduces the author's novel new business model of the geometrization of management. The author advocates that strategic management has to shift to include a science and technology perspective, to not only support business administration but also to make this scientific perspective an inherent part of management strategy building. The book spans the fundamental and the theoretical aspects and advances this new management model in response to the current and future 21st-century synergic interconnection needs in addressing post-modern management and marketing strategies.

The book is a quintessence of the historical theories of the various 8th fold ideas of management (Taylor, Drucker, Peters & Waterman, Covey) and applies them in an innovative new way: The author uses the cube and its 8 corners for the first time to represent 8 forms of the strategic management way of business, in that the 8 corners of a cube represent the competitive advantage of (any) organization. Their link, dynamics, symmetries, inter-conversion, and extension stay at the basis of the so-called "cube of strategic management." The symmetrical nature of the cube allows for rotation, inversion, and numerous other manipulations that contribute to the individuality of the research. The book makes use of the cubic framework in order to help readers visualize the computation of proposed management strategies.

This model considers the positive and negative nature of the three points of competitive, sustainable, and regenerative advantages as the driving force on the contemporary post-modern market. It seeks to explore a potential equilibrium between political and ecological economies and establishes strategies for how organizations can work toward achieving this.

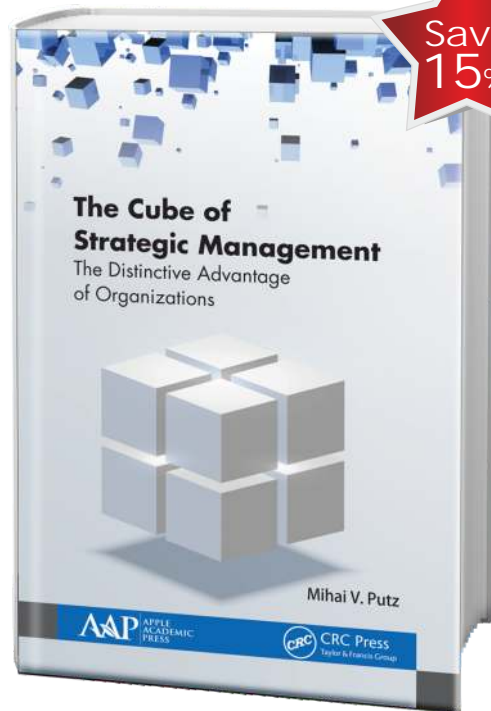
Each of the eleven chapters in the book contains a case study to illustrate the topic at hand. The chapters cover different methodologies that make use of the cube to address some aspect of strategic management. The book also incorporates a multitude of figures, tables, and equations to illustrate the effectiveness of the discussions and proposals presented in each chapter.

The goal of this scientific approach to management is to bring a new perspective to treating the interconnection of the intra- and extra-organization from micro to macro management, from local to global, and from the center to the periphery, providing a connected, synergistically, and renewable, regenerative business for today's strategic management for better business. This book will be an important addition to the fields of academia and business management, as it will be helpful to faculty, students, and individuals conducting research in management and management engineering.

Key Features:

- Introduces an exciting and innovative new area of research, providing information on strategic management based on the principles of a cube
- Provides strategies for maximizing efficient strategic management for better business
- Offers insight into the potential of the future global society and the relationship between the economy and the environment
- Incorporates visuals to depict the concept of the cubic framework

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### ABOUT THE AUTHOR

Mihai V. Putz, PhD, MBA, Dr.-Habil, is a laureate in physics (1997), with a postgraduation degree in spectroscopy (1999), and a PhD degree in chemistry (2002); in chemistry (2002-2003) and in physics (2004, 2010, 2011) at the University of Calabria, Italy, and Free University of Berlin, Germany, respectively. He is currently a Full Professor of theoretical and computational physical-chemistry at his alma mater, West University of Timisoara, Romania. He has made valuable contributions in computational, quantum, and physical chemistry through seminal works that appeared in many international journals. He is an Editor-in-Chief of the *International Journal of Chemical Modeling* (NOVA Science, Inc.) and the *New Frontiers in Chemistry* (West University of Timisoara). He is a member of many professional societies and has received several national and international awards from the Romanian National Authority of Scientific Research (2008), the German Academic Exchange Service DAAD (2000, 2004, 2011), and the Center of International Cooperation of Free University Berlin (2010). He is the leader of the Laboratory of Computational and Structural Physical Chemistry for Nanosciences and QSAR at Biology-Chemistry Department of West University of Timisoara, Romania, where he conducts research in the fundamental and applicative fields of quantum physical-chemistry and QSAR. Among his numerous awards, in 2010 Mihai V. Putz was declared, through a national competition, the Best Researcher of Romania, while in 2013 he was recognized among the first Dr.-Habil. in Chemistry in Romania. In 2013 he was appointed Scientific Director of newly founded Laboratory of Structural and Computational Physical Chemistry for Nanosciences and QSAR at his alma mater university; in 2014, he was recognized by the Romanian Ministry of Research as Principal Investigator of the first degree at the National Institute for Electrochemistry and Condensed Matter (INCEMC), Timisoara, and was also granted full membership in the International Academy of Mathematical Chemistry. Recently, Mihai V. Putz expanded his interest to strategic management in general and to nanosciences and nanotechnology strategic management in particular; in this context, between 2015-2017 he attended and finished as the promotion leader the MBA on Strategic Management of Organizations—The Development of the Business Space specialization program at West University of Timisoara, the Faculty of Economics and Business Administration, while from 2016 he was engaged in the doctoral school of the same faculty, advancing new models of strategic management in the new economy based on frontier scientific inclusive ecological knowledge.

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