

Book Review

Ioan Constantin Dima: *Systemic Approaches to Strategic Management: Examples from the Automotive Industry*, IGI Global, ISBN: 9781-4666-64814

Nowadays, the Automotive industry faces the challenges arisen by globalization and rapidly changing conditions in individual markets. Currently used applications of system theory in business today, are the result of changes caused by globalization. This implies that the automotive industry has to change/adjust previously used methods and managerial strategies, in order to adjust to the current conditions.

To meet these challenges, prof. Ioan Constantin Dima, along with twelve different authors, who are the experts in the issues undertaken, took up the challenge, which aim of was to write a book, that would be a useful tool in understanding the many complex issues, which are the essence of strategic management and systemic approach, with a particular concentration on the automotive industry.

The reviewed book contains 12 chapters: The first chapter is derived to issues of information in systems theory, it discusses the theoretical approach of the "system" concept with the emphasis the role of information in the management of systems. Second chapter gives a special attention to managers; attitudes towards risk, including industrial risk as well. The third chapter analyses how a company's activity can be controlled. Fourth chapter deals with aspects relating to competitions and competitors, elements of companies' external environments, companies' internal environments and components, companies' ambiguous operating environments. The fifth chapter gives special attention to the analysis of communication models and to the influence that they have on industrial companies' management. The sixth chapter includes the discussion of the advantages of the harmonization of the formal structure with the informal structure within the industrial companies. Seventh chapter points out that an industrial company can have sustainable development only if it has its own strategy regarding its development. Eighth chapter analyses some of the current strategies after applying the strategic management in the activity of industrial companies. Ninth chapter discusses both the strategy of industrial companies' development under the current conditions in Romania and the identification of an appropriate portfolio of Romanian industrial companies' strategies. Tenth chapter studies the production strategies of the Romanian companies in the machine manufacturing industry (industrial machineries and equipment). Eleventh chapter deals with both theoretical aspects of the production quality and with the use of the Japanese management methods and techniques in the strategic management of quality. Chapter twelve and thirteen discuss budgeting as a technique of strategic management. And chapter fourteen focus on commercial strategy as a tool to ensures the industrial company's competitiveness in the globalised market economy.

Each of the invited authors, to share their knowledge, are recognized experts in the field of systemic approach, strategic management, budgeting techniques, the role of the information and the rest issues, presented in the book. It makes that each chapter presents a very high quality of presented knowledge. The final result of their hard work is a book, which is a comprehensive compendium of knowledge, and its contents can be useful for many: students or practitioners. Students, after studying this book, will gain a complete picture of the systemic approach, strategic management and, also, will gain knowledge about the processes and problems, occurring in today's automotive industry. Practitioners, however, especially those working in the described industry, will receive a tool, which can be very helpful to resolve problems, that they encounter in their work.

Concluding the components of this scientific monograph, the objectives realisation as well as readable style of writing by Ioan Constantin Dima and authors, it must be admitted that this book demonstrates a high scientific and useful level. And as was mentioned above - this book is worth reading for a very broad audience, including students, scholar, scientists and practitioners.

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