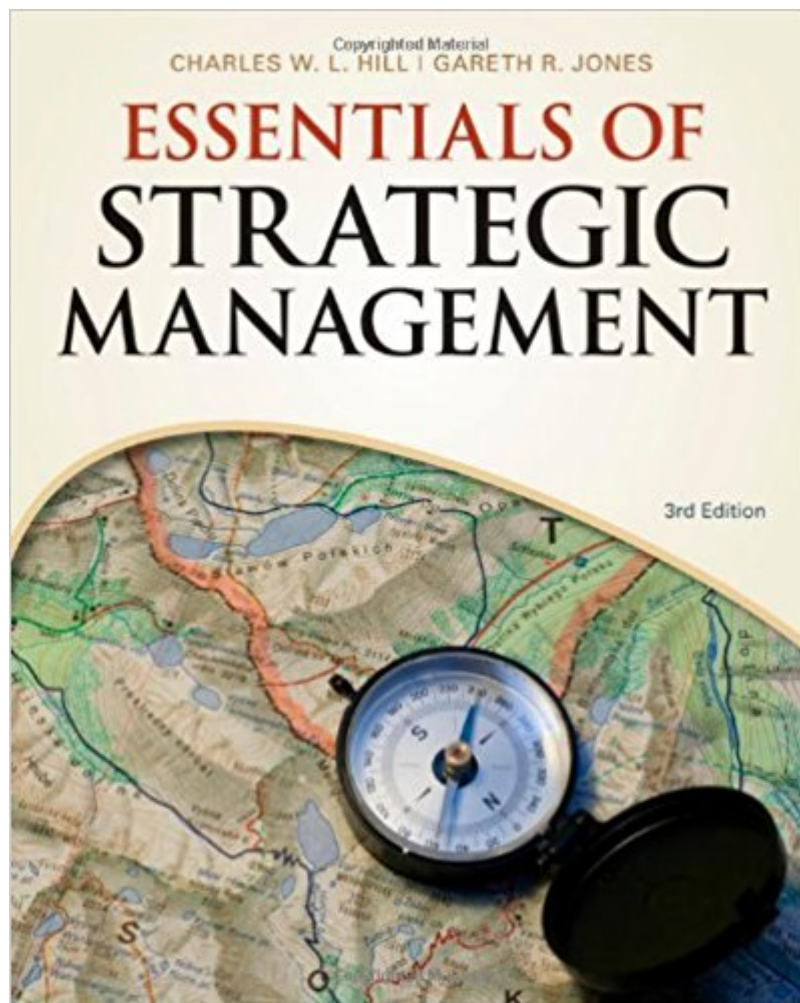




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Essentials Of Strategic Management (Available Titles CourseMate)



Synopsis

ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH, helping students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the "business model" concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. Its high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain practice putting chapter concepts into action.

Book Information

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Customer Reviews

Charles W. L. Hill is the Hughes M. Blake Professor of Business at the University of Washington Business School in Seattle. His research interests focus on competition and competitive analysis, corporate strategy, international business, organizational structure, and corporate governance. Dr. Hill has published more than 50 articles in peer-reviewed academic journals and has served on the editorial boards of several top tier journals, including the Academy of Management Review and the Strategic Management Journal. He also is the author of a successful international business

textbook. An active consultant, Dr. Hill has worked with numerous companies. He has worked with Microsoft for almost 20 years and continues to be active within that organization. He received his PhD from the University of Manchester in the United Kingdom. Gareth R. Jones received his PhD from the University Of Lancaster, England, and he is trained in Economics and Organizational Theory and Behavior. His research interests include organizational design for performance, the evolution of business, and corporate-level strategy. Dr. Jones has published articles in all the major management journals and is co-author of several textbooks.

Just as title says, great for entry level class. The material is cleanly presented and the author's write in a format that is very readable and approachable. The content is very easily digested and there are quite a few real world cases in the chapters. If you need a quick primer on strategic management for an MBA course or a new job I recommend this, if you have a decent grounding already or have taken at least 1 course, I'd go for something a bit more detailed, perhaps Porter's Competitive Strategy.

Rather boring. A lot of emphasis on manufacturing.

Awesome book

Fast shipping, item just as described. Thx

arrived in horrible condition, not really a reflection of the book per se, but I needed this for a business school night class and I was horrified by the unusable condition in which it arrived

Informative content.

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Great!

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