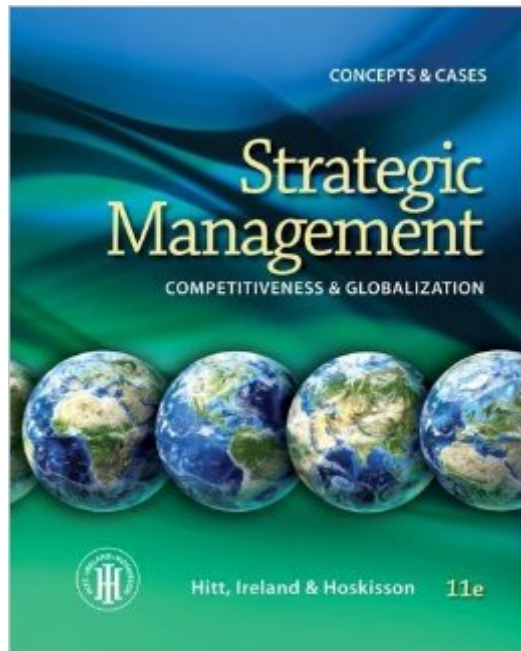


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Strategic Management: Competitiveness And Globalization- Concepts And Cases, 11th Edition



Synopsis

Examine strategic management with the market-leading text that sets the standard for the most intellectually rich, yet thoroughly practical, analysis of strategic management today. Written by highly respected experts Hitt, Ireland, and Hoskisson, **STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CONCEPTS AND CASES**, Eleventh Edition, combines the latest cutting-edge research and strategic management trends with ideas from some of today's most prominent scholars. This is the only text that integrates the classic industrial organization model with a resource-based view of the firm to give you a complete understanding of how today's businesses use strategic management to establish a sustained competitive advantage. A strong global focus and examples from more than 600 emerging and leading companies place ideas into context within an inviting, practical presentation. A wealth of learning features and more than 30 all-new compelling cases examine a broad range of critical issues confronting managers today. Engaging video cases, CengageNOW[®], online learning tools, and a complete electronic business library help keep your study current and relevant. **STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION** provides the solid understanding you need to effectively apply strategic management tools and techniques for increased performance and tomorrow's competitive advantage.

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I've read several strategic management textbooks, most of them are hard to finish, but this one is written in a way that makes it easy to understand strategic management.

The book is exactly as described, and the time for it to get to me was excellent. Everything about this process was great. I'm only renting the book, and I know the return process will be great too when it is time. Great process all the way!!!

This is a comprehensive book on strategic management with a focus on competitiveness and globalisation. The authors clearly, thoroughly and methodically discuss the strategic management theory and concepts and provide interesting insights, concepts, tools and perspectives for effective strategy formulation and implementation. The book is well written, well presented and has several useful and helpful case studies that reinforces the concepts and ideas presented in the book. It is very practical and with many good examples. I would recommend strategy consultants and senior business executives to read this informative, practical and insightful book on strategic management. The book is also useful and handy for students doing an MBA or other postgraduate studies in business.

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