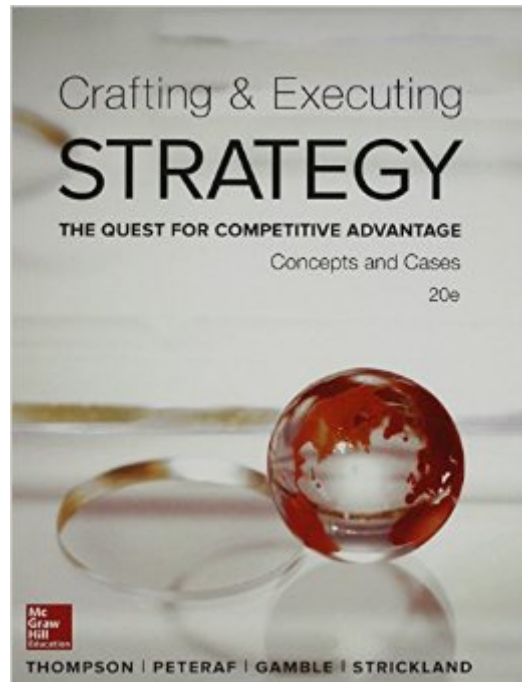


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Crafting & Executing Strategy: The Quest For Competitive Advantage: Concepts And Cases



Synopsis

Crafting and Executing Strategy: The Quest for Competitive Advantage, 20e by Thompson, Peteraf, Gamble, and Strickland maintains its solid foundation as well as brings an enlivened, enriched presentation of the material for the 20th edition. The exciting new edition provides an up-to-date and engrossing discussion of the core concepts and analytical tools. There is an accompanying lineup of exciting new cases that bring the content to life and are sure to provoke interesting classroom discussions and deepen students' understanding of the material in the process.

Book Information

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Customer Reviews

Hands down the best strategy book. Used this in my graduate course, and I used an older edition in undergrad. Price is disturbing for these. That's a shot at the industry/publisher and not , who has been pretty good to me. They crank a new edition out every year and make minimal organization changes internally along with a few case study updates. I could use my one from 2013 today and get the same kind of quality out of it.

I purchased this book for my class I am taking in college. It was mandatory to get the book so I got it on as a rental. I like this book. The chapters are short and to the point. Lots of details and diagrams to help you understand the information. So far so good.

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Ordering a temporary book online is a great option for graduate level courses. I would have loved to purchase this for current and future use professionally. I may do so when the price lowers over time.

Has words, works great.No WiFi ability.

I like this book. The chapters are short and to the point. Lots of details and diagrams to help you understand the information. So far so good.

I'm a Business Grad student, and it's a required book, however the information and content layout is outstanding. The book is an excellent tool for developing and analyzing strategy.

Great book on strategy! Good cases. Required reading for anyone studying business.

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