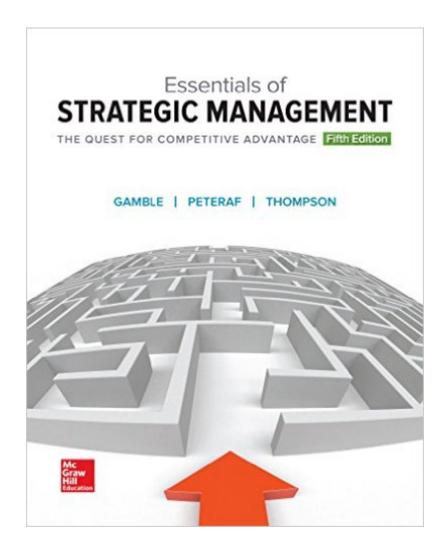
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Essentials Of Strategic Management: The Quest For Competitive Advantage





Synopsis

Essentials of Strategic Management presents a conceptually strong treatment of strategic management principles and analytic approaches that features straight-to-the-point discussions, timely examples, and a writing style that captures the interest of students. The standout features of this fifth edition of Essentials of Strategic Management are its concisely written and robust coverage of strategic management conÂ- cepts and its compelling collection of cases. The text presents a conceptually strong treatment of strategic management principles and analytic approaches that features straight-to-the-point discussions, timely examples, and a writing style that captures the interest of students. The fundamental character of the fifth edition is very much in step with the best academic thinking and contemporary management practice. The chapter content continues to be solidly mainstream and balanced, mirroring both the penetrating insight of academic thought and the pragmatism of real-world strategic management.

Book Information

Paperback: 496 pages

Publisher: McGraw-Hill Education; 5 edition (January 21, 2016)

Language: English

ISBN-10: 1259546985

ISBN-13: 978-1259546983

Product Dimensions: 9.9 x 7.9 x 0.8 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 1.0 out of 5 stars Â See all reviews (1 customer review)

Best Sellers Rank: #221,935 in Books (See Top 100 in Books) #273 in Books > Business &

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