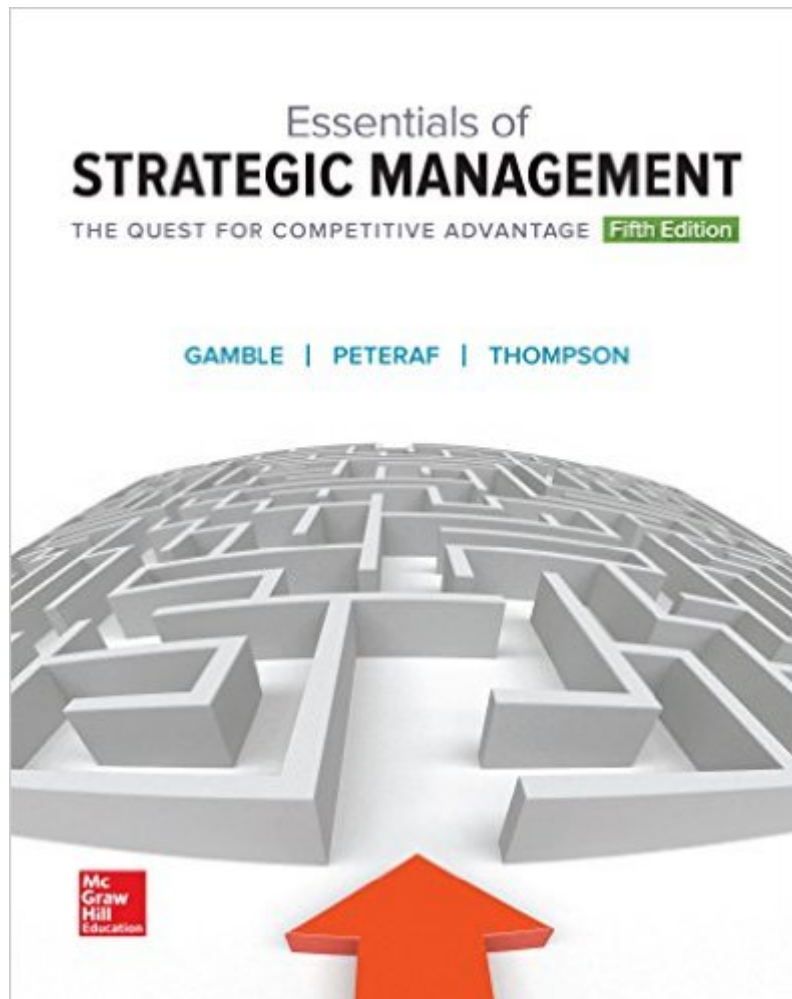


The book was found

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 concepts 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 See all reviews (1 customer review)

Best Sellers Rank: #221,935 in Books (See Top 100 in Books) #273 in Books > Business & Money > Management & Leadership > Strategy & Competition #676 in Books > Business & Money > Processes & Infrastructure > Strategic Planning #693 in Books > Textbooks > Business & Finance > Management

Customer Reviews

Just a heads up, this did not come with the necessary connect code to complete the homework and quizzes. I had to drop an additional \$130 to buy it online from the publisher. Do yourself a favor and either buy the book somewhere else that provides the code, or rent the thing and buy the Connect code yourself.

[Download to continue reading...](#)

Essentials of Strategic Management: The Quest for Competitive Advantage Strategic Management: A Competitive Advantage Approach, Concepts and Cases (14th Edition) Strategic Management: A Competitive Advantage Approach, Concepts (14th Edition) Strategic Supply Management: Creating the Next Source of Competitive Advantage How to Take Advantage of the People Who Are Trying to Take Advantage of You: 50 Ways to Capitalize on the System (Take the Advantage Book 1) Office Kaizen: Transforming Office Operations into a Strategic Competitive Advantage Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases Human Resource Management: Gaining a Competitive Advantage, 8th Edition Project Management: Achieving Competitive Advantage (4th Edition) Project Management: Achieving Competitive Advantage (3rd Edition) Project Management: Achieving Competitive Advantage Lean Production for Competitive Advantage: A Comprehensive Guide to Lean Methodologies and Management Practices Strategic Management: Creating Competitive Advantages The Power of Broke: How Empty Pockets, a Tight Budget, and a Hunger for Success Can Become Your Greatest Competitive Advantage Competitive Advantage: Creating and Sustaining Superior Performance Healthcare Strategy: In Pursuit of Competitive Advantage An Epidemic of Empathy in Healthcare: How to Deliver Compassionate, Connected Patient Care That Creates a Competitive Advantage Swarm Creativity: Competitive Advantage through Collaborative Innovation Networks Design of Business: Why Design Thinking is the Next Competitive Advantage The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast as Your Business

[Dmca](#)