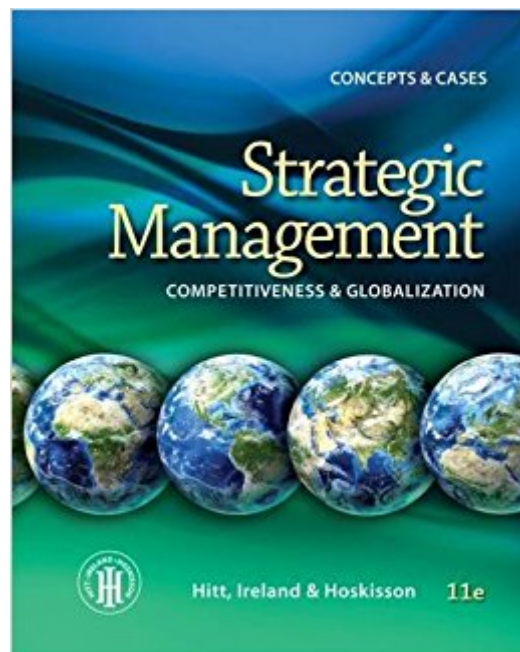




Ebook Directory
the best source of ebook

The book was found

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.

Book Information

Hardcover: 896 pages

Publisher: Cengage Learning; 11th edition (January 1, 2014)

Language: English

ISBN-10: 1285425170

ISBN-13: 978-1285425177

Product Dimensions: 1.5 x 8.2 x 10.2 inches

Shipping Weight: 3.3 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars [See all reviews](#) (46 customer reviews)

Best Sellers Rank: #25,179 in Books (See Top 100 in Books) #59 in [Books > Textbooks >](#)

[Business & Finance > Management](#) #95 in [Books > Business & Money > Processes &](#)

[Infrastructure > Strategic Planning](#) #114 in [Books > Business & Money > Management &](#)

[Leadership > Systems & Planning](#)

Customer Reviews

I have this on my kindle fire generation5. It works just fine. Easy to read format is good not all

messy. But I originally got the 7 day trial and now that I bought the book and the trial expired it wouldn't let me access the book. So then I had to go into my account via computer and look at my digital orders and have it sent to my kindle it downloads way slower than the 7 week trial did.

took a whole six days before even mailing this to me, so it showed up another quite a bit after that, the very night before the class. I managed to read one chapter, needed to read two, sort of pissed me off that it took so long to get here in the States! Don't know if I will use fulfillment again after this. The text is something you could rent for the class, then return. Some chapters, just about sentence in the book has a number for the references at the back at the chapter. So, although it contains some interesting concepts, to me there is not a whole lot of original thought here that is not already covered in your earlier class text books. A lot rehashing things from early texts and even other chapters. Sometimes things are stated a bit nebulously. Reminds me too much of the International Business class I just took, it's knowledge that won't stand still and will change, so it is not necessarily foundational or something you would retain in a professional library as a reference. I personally do not recommend buying this book. My professor said it is a well respected text, but I am not so impressed. Typeface is small and hard to read if you have glasses like I do. I use 2.75 power reading glasses for it. We are not using the Case Studies at all, which are about half of, or the second part of the book. Maybe the real magic lies there, but we are not using them, so I will just read all the chapters and return it, only 5 left. I only keep the hard core books for my MBA library, for subjects like Accounting and Comprehensive Financial Management. I do not see value in buying this book. Rent it, read it, return it.

Be careful with this publisher. Somehow I rented this kindle version textbook for only 1 month at \$50. I don't know if it was really only 1 month or if there was a glitch with the system because any other textbook I've ever rented has had a minimum of 3 months. Today when I came back to look at rental options I couldn't only rent it for 3 months for \$60. Therefore, I really got ripped off so be careful. Because this is sold by the publisher and not they said they can't really help me other than giving me a \$15 credit. So for a book that I could rent now for 3 months, it is going to cost me another \$45 dollars on top of the \$50 I already paid and I will have it for another 3 months when I only have 6 weeks left in my class. If this was my mistake and I rented it for 1 month by mistake then that's my fault. But the fact that now I can only rent it for 3 months makes me really question this whole experience. said they would provide feedback to the publisher but I'm not holding out much hope that they will care.

The text itself is ok. However, I was not told pages were missing. I am in chapter four and I am missing seven pages. It scares' me to go beyond chapter four. Also, it was disclosed that it was copied three ring binder pages. Needless to say, I supplement this edition (11th) with the 10th, I bought on Ebay.

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.

I ordered the Kindle version of this book. It is not as easy to use as other e-book I have purchased on because the contents tool does not contain descriptions or a real table of contents. The contents tool for this book only has links to the chapter numbers and case numbers. For example, chapter 1 under contents is listed as "CHE-HITT11E-12-0403-001". Other than that issue, the text is as expected.

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

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

Strategic Management: Competitiveness and Globalization- Concepts and Cases, 10th Edition

Strategic Management: Concepts and Cases: Competitiveness and Globalization Strategic

Management: A Competitive Advantage Approach, Concepts and Cases (14th Edition) Strategic

Management and Business Policy (11th Edition) The New H-1B/STEM Provisions: How the US Senate Continues to Undermine American Competitiveness Strategic Management: Text and Cases Strategic Management: Theory & Cases: An Integrated Approach Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation Strategic Management: A Competitive Advantage Approach, Concepts (14th Edition) Strategic Management: A Dynamic Perspective: Concepts, 2nd Edition Strategic Management: Concepts Operations Management: Contemporary Concepts and Cases (Mcgraw-Hill/Irwin Series Operations and Decision Sciences) Concepts of Genetics, Books a la Carte Edition (11th Edition) The United States v. Nixon: The Watergate Scandal and Limits to US Presidential Power (Landmark Supreme Court Cases) (Landmark Supreme Court Cases (Abdo)) International Politics: Enduring Concepts and Contemporary Issues (11th Edition) Key Concepts in Event Management (SAGE Key Concepts series) Master Your Risk Management Concepts: Essential PMP® Concepts Simplified (Ace Your PMP® Exam Book 10) Master Your Procurement Management Concepts: Essential PMP® Concepts Simplified (Ace Your PMP® Exam Book 11) Master Your Human Resource Management Concepts: Essential PMP® Concepts Simplified (Ace Your PMP® Exam Book 8)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)