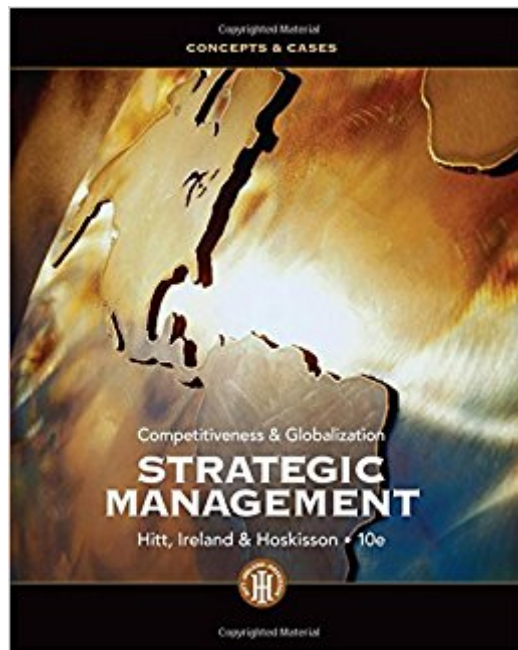


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Strategic Management: Competitiveness And Globalization- Concepts And Cases, 10th Edition



Synopsis

Introduce strategic management using the market-leading text that sets the standard for the most complete, relevant presentation. Written by highly respected experts and prestigious scholars, Hitt/Ireland/Hoskisson's **STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CONCEPTS AND CASES**, 10E provides an intellectually rich, yet thoroughly practical analysis of strategic management today. This unique text is the only one to integrate the classic industrial organization model with a resource-based view of the firm to give readers a complete understanding of how today's businesses use strategic management to establish a sustained competitive advantage. The authors present cutting-edge research and strategic management trends within a strong global focus, using memorable examples from more than 600 companies. A wealth of learning features and selection of 30 all-new compelling cases prepare your students to face the broad range of critical issues confronting contemporary managers. Engaging video cases, CengageNOW online teaching tools, and a complete electronic business library keeps study current and relevant.

Book Information

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Customer Reviews

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This is a more advanced management book and should be utilized after the proper undergraduate courses are taken. The author commands knowledge on the subject and provides real world examples of the material in question.

the book is ordered in such a way, small chapters, very specific and very straight forward that you can easily grasp the concepts. Great design for delivering the concepts. Congratulations to the writers and digital artists who conceived this book.

I used this text for a Strategic Management course and it was great. The text itself was a good read that made difficult concepts very easy to understand. Plus there were plenty of case studies to use as examples. I used the e-text and it was easy to use and take notes with unlike other e-texts I've used in the past. I would recommend it to anyone.

Paid for brand new price and the description said still in wraps but when the book came I think the owner just put a wrap around himself because the book was definitely not brand new because the corners of the book did not look new what so ever and the book also felt loose like someone had used it. It's in a good condition but I feel cheated since I paid for a brand new book but I got a used one put in a wrapper instead

The font size of the text in this book is too small. The publisher should increase it to 12 pt. font to make it easier to read. Overall, this was a good book for leaders studying Strategic Management.

A very thorough book. We had to buy it for class. The case studies are interesting and the class is enjoying them.

The text is arranged in a very straightforward manner. The content can be a little redundant, but the authors have done well to re-emphasize their points without the monotony of saying it the same way. There were a few typos and regarding their take on the strategy of one international bank, they were not well informed. Out of all of the points, thoughts and content, there was only that. I would recommend the book for those who regard themselves as thought leaders and want to develop their

mental capital. Everyone else, keep reading Dilbert.

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