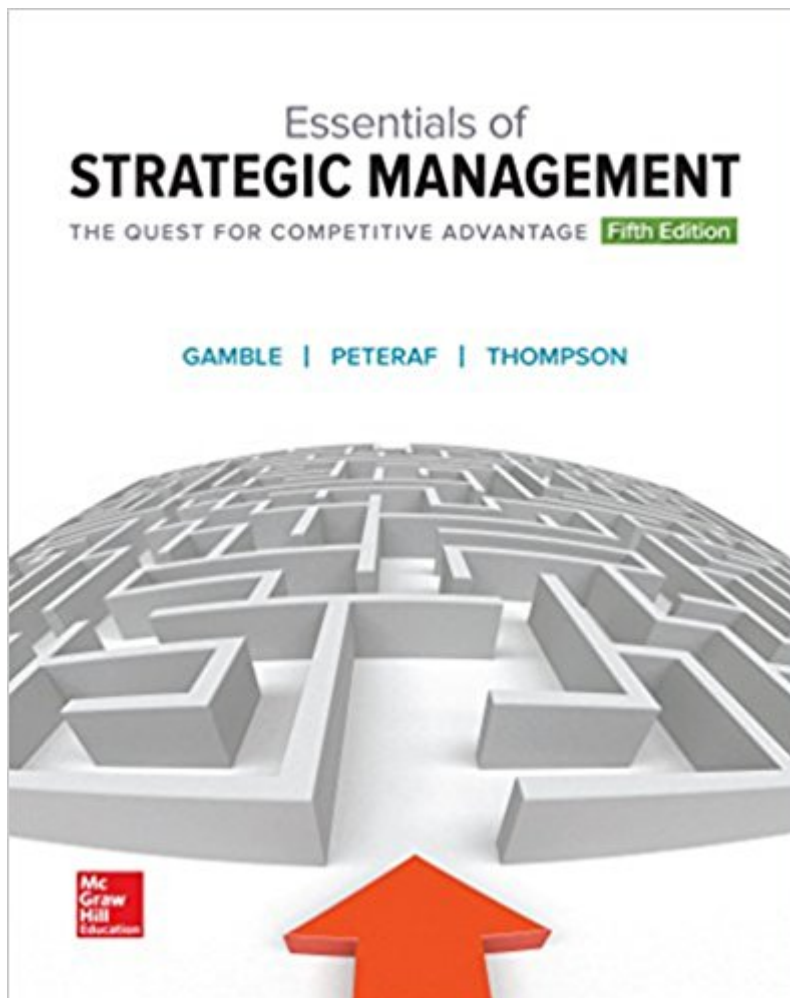




Ebook Directory
the best source of ebook

The book was found

Essentials Of Strategic Management: The Quest For Competitive Advantage (Irwin Management)



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

Series: Irwin Management

Paperback: 496 pages

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

Language: English

ISBN-10: 1259546985

ISBN-13: 978-1259546983

Product Dimensions: 8.3 x 0.7 x 9.9 inches

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

Average Customer Review: 3.7 out of 5 stars 30 customer reviews

Best Sellers Rank: #9,377 in Books (See Top 100 in Books) #16 in Books > Business & Money > Management & Leadership > Strategy & Competition #44 in Books > Business & Money > Processes & Infrastructure > Strategic Planning #53 in Books > Business & Money > Management & Leadership > Systems & Planning

Customer Reviews

John E. Gamble is currently Associate Dean and Professor of Management in the Mitchell College of Business at the University of South Alabama. His teaching specialty at USA is strategic management and he also conducts a course in strategic management in Germany, which is sponsored by the University of Applied Sciences in Worms. Dr. Gamble's research interests center on strategic issues in entrepreneurial, health care, and manufacturing settings. His work has been

published in various scholarly journals and he is the author or co-author of more than 50 case studies published in an assortment of strategic management and strategic marketing texts. He has done consulting on industry and market analysis for clients in a diverse mix of industries. Professor Gamble received his Ph.D. in management from the University of Alabama in 1995. Dr. Gamble also has a Bachelor of Science degree and a Master of Arts degree from the University of Alabama. Margaret A. Peteraf is the Leon E. Williams Professor of Management at the Tuck School of Business at Dartmouth College. She is an internationally recognized scholar of strategic management, with a long list of publications in top management journals. She has earned myriad honors and prizes for her contributions, including the 1999 Strategic Management Society Best Paper Award recognizing the deep influence of her work on the field of Strategic Management. Professor Peteraf is a fellow of the Strategic Management Society and the Academy of Management. She served previously as a member of the Board of Governors of both the Society and the Academy of Management and as Chair of the Business Policy and Strategy Division of the Academy. She has also served in various editorial roles on numerous editorial boards, including the Strategic Management Journal, the Academy of Management Review, and Organization Science. She has taught in Executive Education programs in various programs around the world and has won teaching awards at the MBA and Executive level. Professor Peteraf earned her Ph.D., M.A., and M.Phil. at Yale University and held previous faculty appointments at Northwestern University's Kellogg Graduate School of Management and at the University of Minnesota's Carlson School of Management. Thompson's teaching experience includes 25+ years at the University of Alabama, and 3 years at Virginia Polytechnic Institute and State University. He earned a BS in Liberal Arts and a PhD in Economics from the University of Tennessee. He is a member of the American Economic Association, the Academy of Management, and the Southern Management Association. He has also served on the editorial boards of a number of journals, including the Journal of Economics and Finance, the Journal of Management, the Journal of Management Case Studies, and the Journal of Management Issues.

Decent book for a decent class. Nothing special or terrible.

it is good, i loved it

ok

The book came quickly and was in great quality.

It helped me a lot

Great book! Exactly what I was looking for!

Meh

Excellent

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

Essentials of Strategic Management: The Quest for Competitive Advantage (Irwin Management)
Essentials of Strategic Management: The Quest for Competitive Advantage Crafting & Executing
Strategy: The Quest for Competitive Advantage: Concepts and Cases (Irwin Management) Strategic
Management: A Competitive Advantage Approach, Concepts and Cases (16th Edition) Strategic
Management: A Competitive Advantage Approach, Concepts & Cases (15th Edition) Strategic
Management and Competitive Advantage: Concepts (5th Edition) Strategic Management and
Competitive Advantage: Concepts and Cases (5th Edition) Strategic Procurement: Organizing
Suppliers and Supply Chains for Competitive Advantage Strategic Marketing: Creating Competitive
Advantage Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and
Cases (Crafting & Executing Strategy: Text and Readings) Crafting & Executing Strategy: The
Quest for Competitive Advantage: Concepts and Cases Crafting & Executing Strategy: The Quest
for Competitive Advantage - Concepts and Cases, 18th Edition Cengage Advantage Series:
Essentials of Public Speaking (Cengage Advantage Books) Project Management: Achieving
Competitive Advantage (4th Edition) Project Management: Achieving Competitive Advantage (3rd
Edition) Modern Competitive Strategy (Irwin Management) Strategic Management: Concepts (Irwin
Management) Strategic Management: Text and Cases (Irwin Management) Strategic Management
(Irwin Management) Strategic Management of Technological Innovation (Irwin Management)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)