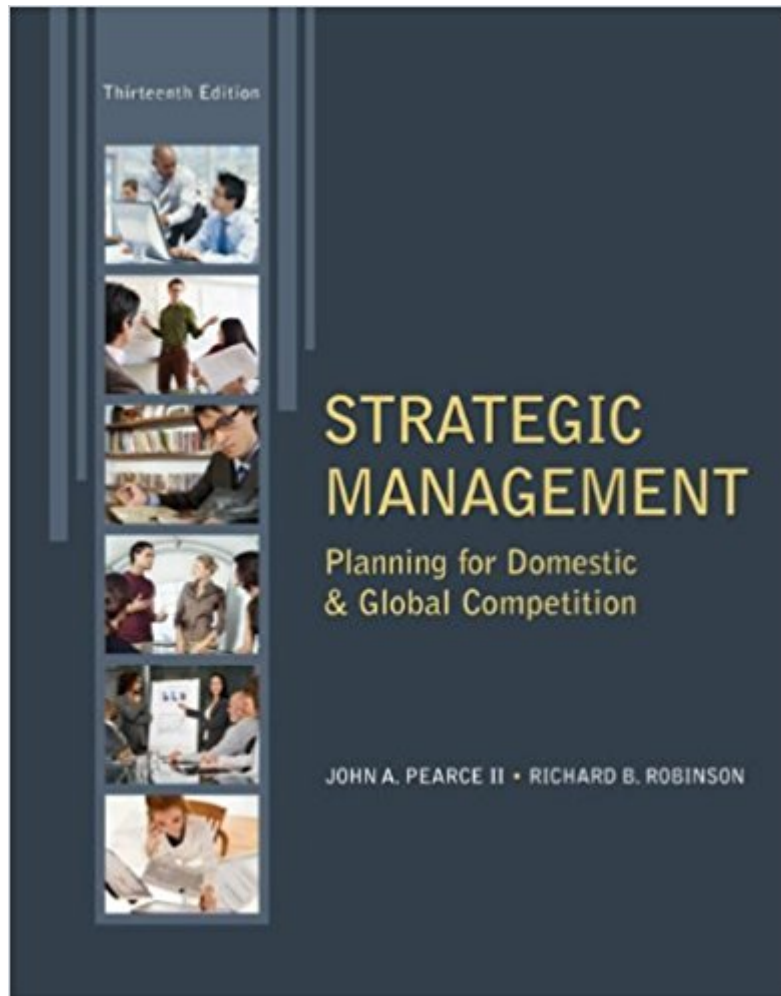




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Strategic Management



Synopsis

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout Strategic Management, 13e. This thirteenth edition of Strategic Management has a refined message and a new subtitle: Planning for Domestic & Global Competition. This new edition is specially designed to accommodate the needs of strategy students worldwide in our fast-changing twenty-first century. The authors complement the focus on strategic planning for success within U.S. borders with unprecedented attention on how U.S. firms can leverage their domestic success by forming international partnerships and can achieve international success by becoming actively involved in global trade. These are exciting times, and they are reflected in this book. The new edition includes NEW or revised chapter material, 30 NEW cases, and dozens of NEW illustrations.

Book Information

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Customer Reviews

Richard Robinson (Columbia, SC) is a member of the faculty at the University of South Carolina. The Endowed Chair in Strategic Management and entrepreneurship at Villanova University. In 2004, he was the Distinguished Visiting Professor at ITAM in Mexico City. Previously, Professor Pearce was the Eakin Endowed Chair in Strategic Management at George Mason University and a State of Virginia Eminent Scholar. He received the 1994 Fulbright U.S. Professional Award, which he served at INTAN in Malaysia. Dr. Pearce has taught at Penn State University, West Virginia University, the

University of Malta as the Fulbright Senior Professor in international Management, and at the University of South Carolina where he was Director of Ph.D. Programs in Strategic Management. He received a Ph.D. degree in Business Administration and Strategic Management from the Pennsylvania State University.

Good book I used this for class although it is not the right version and did not have the cases I need. I was still able to get my work done with the use of this book. very clear and concise.

Recommended to all the MIS majors.

excellent

Very good

It is easy and enjoy read for a required text.

This text was required for my final Master's level class, so I had no choice in buying it. With that being said, it presented great up-to-date company examples within in each chapter. This text pulled together information from many other classes, and integrated them into usable methods for any size organization. Also noteworthy, is that globalization is addressed constantly. The glossary was low to moderate, and there was an abundance of case studies.

Delivery Time: On schedule. Book: Great for my strategic management course. Definitely a textbook style, but the examples make the material less dry.

I need this book for school but didn't want to spend a lot of money - I got just what I wanted!

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