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Strategic Management - McGraw-Hill Education

Frank T. Rothaermel is a professor in the Scheller College of Business at the Georgia Institute of Technology and an Alfred P. Sloan Industry Studies Fellow. He holds the Russell and Nancy McDonough Chair of Business and received a National Science Foundation CAREER Award. Rothaermel authored the textbook "Strategic Management. Concepts & Cases" published by McGraw-Hill. He held visiting professorships at the EBS University of Business and Law, Singapore Management University, and the University

Frank T. Rothaermel - Wikipedia

Strategic management is the integrative management field that combines analysis, formulation, and implementation in the quest for competitive advantage. Many students will relate to strategy through sports analogies. You may want to start the course by discussing the contrast between a powerful sports dynasty and its weaker competitors.

Chapter 1 What Is Strategy? - Solutions Manual

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companies gain and sustain competitive advantage.
OneBook...OneVoice...OneVision

Binder Ready Loose-Leaf Text – (9780077497712)– This full featured text is provided as an option to the price sensitive student. It is a full 4-color text that's three whole punched and made available at a discount to students.

Combining quality and user-friendliness with rigor and relevance, Frank T. Rothaermel synthesizes theory, empirical research, and practical applications in a breakthrough new text designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. This new textbook, written with a single, strong voice, weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights, to teach students how companies gain and sustain competitive advantage.
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STRATEGIC MANAGEMENT: Creating Competitive Advantages, 3/e, by Dess, Lumpkin, and Eisner, responds to the demands of today's rapidly changing and unpredictable global marketplace that students will face when they enter the business world. The concepts-only text provides students with a timely, rigorous, and relevant book written in an engaging manner to spur their interest and excitement. This book provides a solid treatment of traditional topics in strategic management as well as contemporary topics such as entrepreneurship, knowledge management, and e-commerce and internet strategies. Numerous applications from business practice plus sidebars (approximately six per chapter) bring key concepts to

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Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Aiming to bridge the gap between theory and application, this work focuses on strategic management.

What I Didn't Learn in Business School is a compelling read---whether you're a recent business school grad struggling to apply your new knowledge or an experienced leader who already

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knows that no strategy is created in a vacuum. --Book Jacket.

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