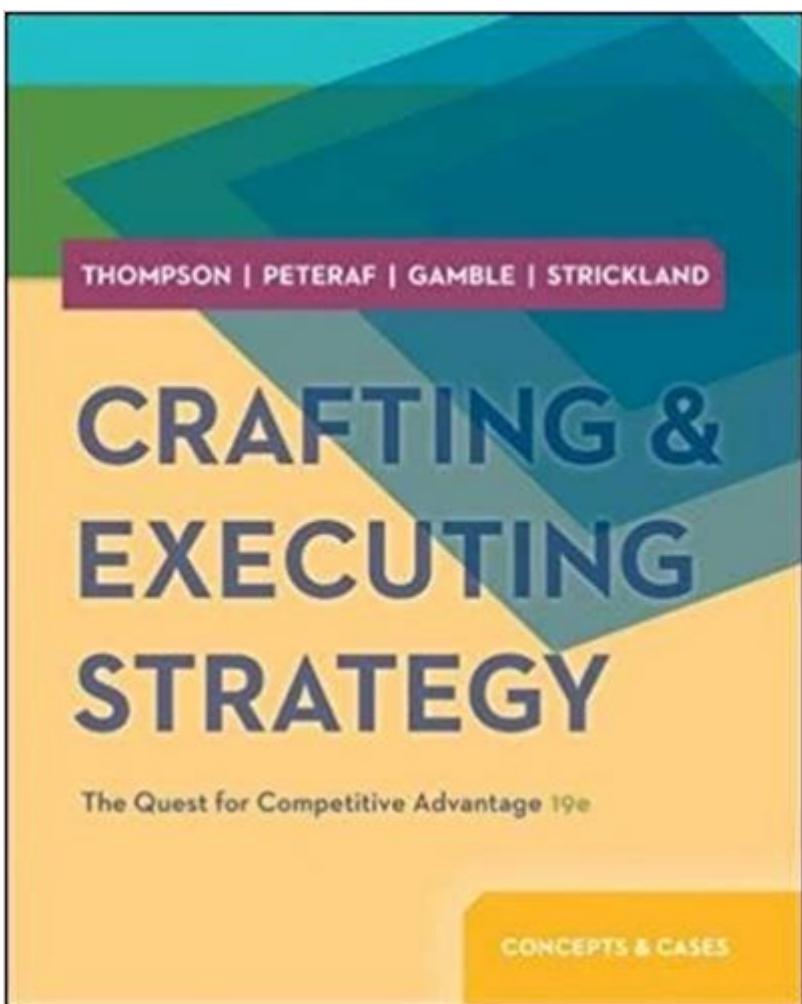


The book was found

Crafting & Executing Strategy: The Quest For Competitive Advantage: Concepts And Cases



Synopsis

The distinguishing mark of the 19th edition is its enriched and enlivened presentation of the material in each of the 12 chapters, providing an as up-to-date and engrossing discussion of the core concepts and analytical tools as you will find anywhere. There is an accompanying line-up of exciting new cases that bring the content to life and are sure to provoke interesting classroom discussions, deepening students' understanding of the material in the process. While this 19th edition retains the 12-chapter structure of the prior edition, every chapter – indeed every paragraph and every line – has been re-examined, refined, and refreshed. New content has been added to keep the material in line with the latest developments in the theory and practice of strategic management. In other areas, coverage has been trimmed to keep the book at a more manageable size. Scores of new examples have been added, along with 16 new Illustration Capsules, to enrich understanding of the content and to provide students with a ringside view of strategy in action. The result is a text that cuts straight to the chase in terms of what students really need to know and gives instructors a leg up on teaching that material effectively. It remains, as always, solidly mainstream and balanced, mirroring both the penetrating insight of academic thought and the pragmatism of real-world strategic management. Thompson 19e, your best case scenario!

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Hardcover: 888 pages

Publisher: McGraw-Hill Education; 19 edition (January 17, 2013)

Language: English

ISBN-10: 0078029503

ISBN-13: 978-0078029509

Product Dimensions: 10.1 x 8 x 1.3 inches

Shipping Weight: 3.9 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 53 customer reviews

Best Sellers Rank: #12,122 in Books (See Top 100 in Books) #25 in Books > Business & Money > Management & Leadership > Strategy & Competition #60 in Books > Business & Money > Processes & Infrastructure > Strategic Planning #72 in Books > Business & Money > Management & Leadership > Systems & Planning

Customer Reviews

A.J. (Lonnie) Strickland received a BS in Math and Physics from the University of Georgia, an MS in Industrial Management from Georgia Institute of Technology, and a PhD from Georgia State

university. He currently holds the rank of Professor of Strategic Management in the Graduate School of Business at the University of Alabama. He has done extensive consulting and research work. In recent years, he was honored with the Outstanding Professor Award for the Graduate School of Business, and was the recipient of the Outstanding Commitment to Teaching Award for the University of Alabama. The University of Alabama 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.

I rented this book from , and I would tell you that I liked it so much that I will be using it for future references. I used it for my Strategic Management class for Supervision and Management. I had to do about four presentations from the cases of this book. I enjoyed the cases in this book, I even read most of them. like I said I will be using this version or future versions of this book for references.

Great product, great price.

I enjoyed reading this book - it was for an MBA class. It has some pretty good examples and case studies of real life stories in the business world. In class we went through about half of the book and overall it gave the students a good understanding of corporate strategy and what goes into that decision making process.

This book really helped me to gain insight into Strategic Management. It had an easy to follow layout as well as good examples. I was successful in passing my MBA course using this text and I can safely say that I am equipped with the necessary knowledge in this field.

Great book. Layout is excellent and makes it easy to read and understand. I liked the text boxes at the side with key notes and the learning objectives highlighted throughout the chapter.

Colourful pages make for ease of reading and there are some excellent case studies. However, I wish that the case examples had the solutions included since half of the textbook covers case examples.

This wasn't my favorite textbook, but I did enjoy the thorough case studies at the end of the book. I used those more than the chapter contents by far. Regardless, this was a mandatory purchase. I did appreciate the rental option as I am someone who doesn't like to hold onto unnecessary items.

4 stars!!! Of course I'm an , fan and definitely love the fact that I was able to rent this book instead of being duped out of \$336 from my school website. Same book, brand new and saved me a ton of money!

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