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Previously published under title: Strategic management.

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A class-tested approach to Strategy for Strategic Management and Business Policy courses √ Wheelen and Hunger ’ s class-tested approach to teaching Strategy is brought into sharper focus with a new emphasis on globalization, innovation, and sustainability . This text equips students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. √ For the first time in 30 years, the 14th edition has added two new authors to the text. Alan Hoffman, a major contributor to the 13th edition, is a former textbook author and world-renowned author of strategy business cases, and Chuck Bamford, who was a student of Tom Wheelen and David Hunger back in 1980 at the University of Virginia (McIntire School of Commerce), has authored four other textbooks. They join J. David Hunger and bring a fresh perspective to this extraordinarily well-researched and practically crafted text. √ MyManagementLab for Strategic Management and Business Policy is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. √ This program will provide a better teaching and learning experience—for you and your students. Here ’ s how: Improve Results with MyManagementLab: MyManagementLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Focus on Globalization, Innovation, and Sustainability: These three strategic issues comprise the cornerstone that all organizations must build upon to push their businesses forward Help Students Apply Concepts to Real-Life Scenarios: A Strategic Management Model provides structure for content and case analysis. √ Note: You are purchasing a standalone product; MyManagementLab does not come packaged with this content. If you would like to purchase both the physical text and MyManagementLab search for ISBN-10: 0133254186/ISBN-13: 9780133254181. That package includes ISBN-10: 0133126145/ISBN-13: 9780133126143 and ISBN-10: 0133123685/ISBN-13: 9780133123685. √ MyManagementLab is not a self-paced technology and should only be purchased when required by an instructor.

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

Strategic Management delivers an insightful, clear, concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world. Written in a conversational Harvard Business Review style, this product sparks ideas, fuels creative thinking and discussion, while engaging students via contemporary examples, innovative whiteboard animations for each chapter, outstanding author-produced cases, unique Strategy Tool Applications with accompanying animations and Career Readiness applications through author videos.

The fourteenth edition of Strategic Management continues to emphasize on planning for domestic and global competition that is integral to strategic decision-making. This revised edition is specially designed to accommodate the needs of strategic management students worldwide. The unique pedagogy reflects strategic analysis and innovation at different organizational levels. Real business situations from around the world, in both large and small entrepreneurial companies, are evident in the form of 25 globally engaged cases. 57 Global Strategy in Action (NEW), 35 Strategy in Action (NEW) modules. Salient Features: - Globalization as a central theme - Focus on business ethics and corporate social responsibility - Special sections covering regulations in India such as Consumer Protection Act, Environment Protection Act, etc. - Innovation and entrepreneurship frameworks to guide strategic decisions that accelerate

The global economic recovery has created a business environment that is quite different and more complex than before. This new edition of the textbook reveals how to conduct effective strategic planning in this new world order.

Introduce your students to strategic management with the market-leading text that sets the standard for the course area. Written by respected scholars who have taught strategic management at all educational levels, Hitt, Ireland, and Hoskisson’s latest edition provides an intellectually rich, yet thoroughly practical, analysis of strategic management. The classic industrial organization model is combined with a resource-based view of the firm to provide students with a complete understanding of how today’s businesses establish competitive advantages and create value for stakeholders. Cutting-edge research is presented with a strong global focus, featuring more than 500 emerging and established companies. All-new opening cases introduce chapter concepts and mini cases offer new contexts of study. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

For courses in strategy and strategic management. Core strategic management concepts without the excess. Just the essentials. Strategic Management and Competitive Advantage strips out excess by only presenting material that answers the question: does this concept help students analyze real business situations? This carefully crafted approach provides students with all the tools necessary for strategic analysis. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. Please note that the product you are purchasing does not include MyManagementLabLab. MyManagementLabLab Join over 11 million students benefiting from Pearson MyLabs. This title can be supported by MyManagementLabLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyManagementLabLab to accelerate your learning? You need both an access card and a course ID to access MyManagementLabLab. These are the steps you need to take: 1. Make sure that your lecturer is already using the system Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. 2. Check whether an access card has been included with the book at a reduced cost If it has, it will be on the inside back cover of the book. 3. If you have a course ID but no access code, you can benefit from MyManagementLabLab at a reduced price by purchasing a pack containing a copy of the book and an access code for MyManagementLabLab (ISBN:9781292060378) 4. If your lecturer is using the MyLab and you would like to purchase the product... Go to www.mymanagementlab.com to buy access to this interactive study programme. For educator access, contact your Pearson representative. To find out who your Pearson representative is, visit www.pearsoned.co.uk/replocator

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