Contemporary Strategy Analysis Text And Cases

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significantly updated new edition of one of the world's leading strategy textbooks· Now includes thorough coverage of internet-based strategies, fresh examples of resource-based competitive advantage, additional case illustrations in every chapter, and new self-study questions · Features a new two-colour design throughout with high-spec artwork · Introduces students to the core concepts and principles of strategy, and offers them the tools they need to formulate and implement these · Combines Grant's renowned rigorous approach to business strategy analysis with lively examples of current practice · Supported by a range of online resources, including a guide for instructors and downloadable PowerPoint slides for students, available at www.blackwellpublishing.com/grant About The Book: The pre-eminent strategy text in the field on both sides of the Atlantic has been significantly updated and revised in its latest edition. Introducing students, especially MBA candidates, to the core concepts and principles of strategy, the text combines a rigorous approach to business strategy analysis with lively examples of current practice. The new edition provides a fully updated analysis of competitive advantage at business and corporate level with: " Thorough coverage of internet-based strategies " Fresh examples of resource-based competitive advantage " Improved online resources " Additional case illustrations in every chapter " New self study questions. Additional support for lecturers is available at www.blackwellpublishing.com/grant. The website features the Instructor's Manual, downloadable PowerPoint slides and a selection of new cases to help lecturers plan their courses and make teaching even easier.

A strategy text on value creation with case studies The ninth edition of Contemporary Strategy Analysis: Text and Cases focuses on the fundamentals of value creation with an emphasis on practicality. Topics in this edition include: platform-based competition and ecosystems of related industries; the role of strategy making processes; mergers, acquisitions and alliances; and strategy implementation. Within the twenty case studies, students will find leading companies that are familiar to them. This strategy analysis text is suitable for MBA and advanced undergraduate students.

This popular casebook is now available in a more compact and updated edition. In response to requests from instructors and students for cases that require less reading time, all the cases are shorter than those in previous editions. Written by Rob Grant to accompany his text, Contemporary Strategy Analysis 7th edition, each case is designed to enable students to apply particular concepts and techniques of strategy analysis. New cases include: Manchester United: Preparing for Life without Ferguson Starbucks Easyjet vs. Ryanair DVD Wars Google Further cases, including the US Airline Industry, Ford and the World Automobile Industry, Richard Branson and the Virgin group of Companies, Wal-Mart Stores Inc, Harley-Davidson and General Electric & Jeff Immelt have been updated to 2009. These contemporary cases allow students unparalleled insight into determinants of competition; the basis of competitive advantage; the challenges of developing new organizational capabilities; the design of strategies for exploiting innovation; and the opportunities and pitfalls of internationalization. Used alongside the Contemporary Strategy Analysis text, or as a standalone resource, the cases allow today's students and executives to apply key strategy concepts and frameworks to top-level decision making at companies that face critical strategic challenges. Full teachings notes to the cases will be available upon publication at the companion website www.contemporarystrategyanalysis.com

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