

Fred R David Strategic Management 13th Edition

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. 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.

This edition presents updated coverage of international strategy, with revised cases and concepts, organized by industry.

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For courses in strategy. A Practical, Skills-oriented Approach to Strategic Management In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Sixteenth Edition has been thoroughly updated and revised with current research and concepts.

This edition includes 30 new cases and end-of-chapter material, including added exercises and review questions. Also Available with MyManagementLab® This title is also available with MyManagementLab--an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. 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: 0134422570 / 9780134422572 Strategic Management: A Competitive Advantage Approach, Concepts and Cases Plus MyManagementLab with Pearson eText -- Access Card Package Package consists of: 0134153790 / 9780134153797 MyManagementLab with Pearson eText -- Access Card -- for Strategic Management: A Competitive Advantage Approach, Concepts and Cases 0134167848 / 9780134167848 Strategic Management: A Competitive Advantage Approach, Concepts and Cases

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A skills-oriented, practitioner perspective on strategy, thoroughly updated with current research and concepts. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping readers develop their own cutting-edge strategy through skill-developing exercises and cases. The thirteenth edition explores the current global recession and shows how it has affected the business environment, providing updated coverage of strategic-management concepts, theory, research, and techniques in every chapter.

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Strategic Management Merrill Publishing Company Concepts of Strategic Management Strategic Management (Arab World Editions).

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.

A component of Strategic Management by the same author, this text focuses on the study of concepts involved in strategic management. It incorporates three themes: globalization, the natural environment and technology, and presents concepts in strategy formulation, implementation and evaluation.

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For undergraduate/graduate-level courses in Strategic Management, Strategy, and Business Policy. Communicating both the excitement and value of strategic management, this popular, lively and conversational text reflects the effect our rapidly changing world has on strategic management theory and practice.

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This business policy textbook meets the AACSB guidelines, which support a more practical orientation over a theory/research based approach.

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De kunst van het oorlogvoeren blijft hét meesterwerk van Sun-Tzu gezien de belangrijke factor die oorlog speelt in de geschiedenis, maar ook blijvend actueel blijft in de huidige tijd. Oorzaak hiervan is natuurlijk de 'oorlogszomer' van 2014. Het boek bevat Sun-Tzu's essays die de oudst bekende verhandelingen over het onderwerp beschrijven. Deze teksten zijn nooit overtroffen wat omvang en diepte betreft. De meerwaarde van dit boek is dat zijn gedachtegoed is voorzien van een helder geschreven commentaar. Door het meesterlijke strategische inzicht van meester Tzu geldt de toepasbaarheid van het boek ook voor het bedrijfsleven en is dit boek een goede aanbeveling voor managers, bestuurders en leidinggevenden. Het voorwoord van H.J.A Hofland, de beste journalist van de 20e eeuw bleef in stand voor deze uitgave. Het omslag van De kunst van het oorlogvoeren is aangepast en bij de verschijning is ook het e-book gereed dat nog niet eerder is uitgegeven.

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