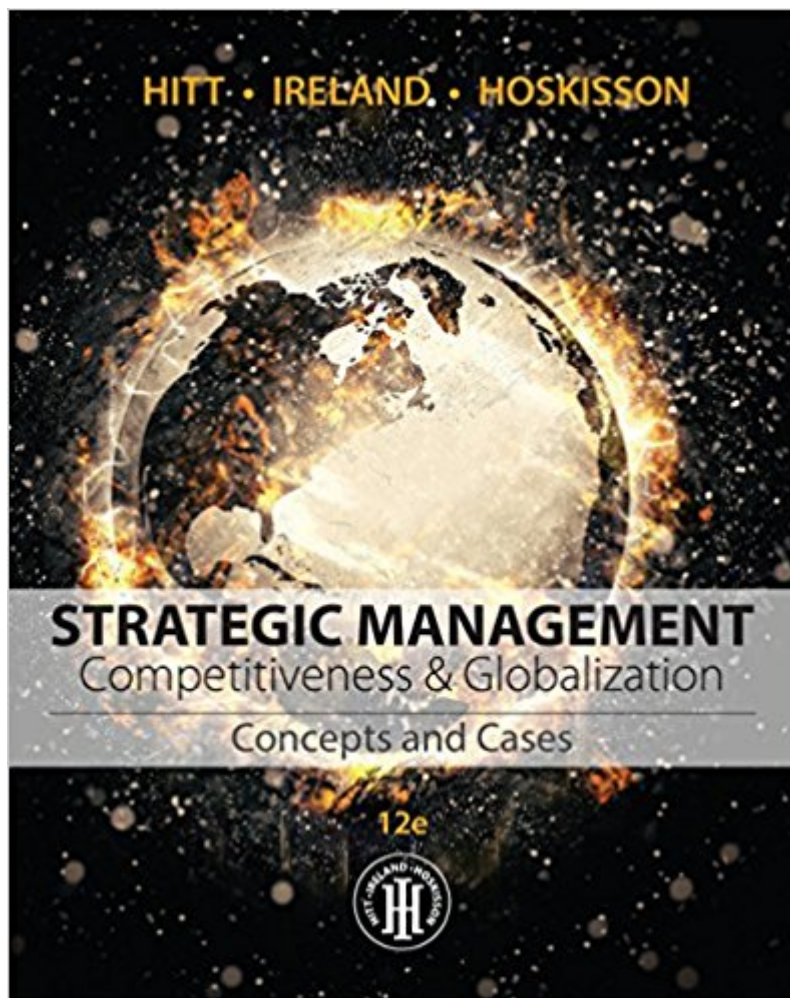




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Strategic Management: Concepts And Cases: Competitiveness And Globalization



Synopsis

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 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. New opening cases introduce chapter concepts, and mini cases offer new contexts of study. The groundbreaking MindTap learning solution has been redesigned to meet the needs of this course area and will prepare your students to excel as strategic leaders.

Book Information

Hardcover: 442 pages

Publisher: South-Western College Pub; 12 edition (January 14, 2016)

Language: English

ISBN-10: 1305502140

ISBN-13: 978-1305502147

Product Dimensions: 8.1 x 1.2 x 10.1 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

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Michael Hitt is a University Distinguished Professor Emeritus at Texas A&M University and a Distinguished Research Fellow at Texas Christian University. Michael received his Ph.D. from the University of Colorado. He has coauthored or coedited 26 books and authored or coauthored many journal articles. A recent article listed him as one of the 10 most cited authors in management over a 25-year period. The Times Higher Education 2010 listed him among the top scholars in economics, finance and management based on the number of highly cited articles he has authored. A recent article in the Academy of Management Perspectives lists him as one of the top two management scholars in terms of the combined impact of his work both inside (i.e., citations in scholarly journals) and outside of academia. He has served on the editorial review boards of multiple journals and is a former editor of the Academy of Management Journal and a former coeditor of the Strategic Entrepreneurship Journal. He received the 1996 Award for Outstanding Academic Contributions to Competitiveness and the 1999 Award for Outstanding Intellectual Contributions to Competitiveness Research from the American Society for Competitiveness. He is a fellow in the Academy of Management and in the Strategic Management Society, a research fellow in the Global Consortium

of Entrepreneurship Centers and received an honorary doctorate from the Universidad Carlos III de Madrid. He is a former president of both the Academy of Management and of the Strategic Management Society and a member of the Academy of Management's Journals' Hall of Fame. He received awards for the best article published in the Academy of Management Executive (1999), Academy of Management Journal (2000), the Journal of Management (2006), and the Family Business Review (2012).

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Robert E. Hoskisson is the George R. Brown Chair of Strategic Management at the Jesse H. Jones Graduate School of Business, Rice University. He received his Ph.D. from the University of California-Irvine. Dr. Hoskisson's research topics focus on corporate governance, acquisitions and divestitures, corporate and international diversification, and cooperative strategy. He teaches courses in corporate and international strategic management, cooperative strategy, and strategy consulting. He has coauthored 26 books, including recent books on business strategic and competitive advantage. Professor Hoskisson has served on several editorial boards for such publications as the Strategic Management Journal (current

Associate Editor), Academy of Management Journal (Consulting Editor), Journal of International Business Studies (Consulting Editor), Journal of Management (Associate Editor) and Organization Science. His research has appeared in over 130 publications, including the Strategic Management Journal, Academy of Management Journal, Academy of Management Review, Organization Science, Journal of Management, Academy of Management Perspective, Academy of Management Executive, Journal of Management Studies, Journal of International Business Studies, Journal of Business Venturing, Entrepreneurship Theory and Practice, California Management Review, and the Journal of World Business. He is a fellow of the Academy of Management and a charter member of the Academy of Management Journal's Hall of Fame. He is also a fellow of the Strategic Management Society and has received awards from the American Society for Competitiveness and the William G. Dyer Alumni award from the Marriott School of Management, Brigham Young University. He completed three years of service as Representative-at-Large for the Board of Governors of the Academy of Management and currently serves as Past President and is on the Executive Committee of Board of Directors of the Strategic Management Society.

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Difficult to read, the sentence structure of Strategic Management: Competitiveness and Globalization makes the book an impenetrable fortress fit only for those who have the strength of will to squeeze water from this stone. The cases are incredibly dense and poorly worded, as if they never went through a proper editing process. This book is proof, in all its near-unreadable glory, that the Business world is evolving at near light-speed.

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