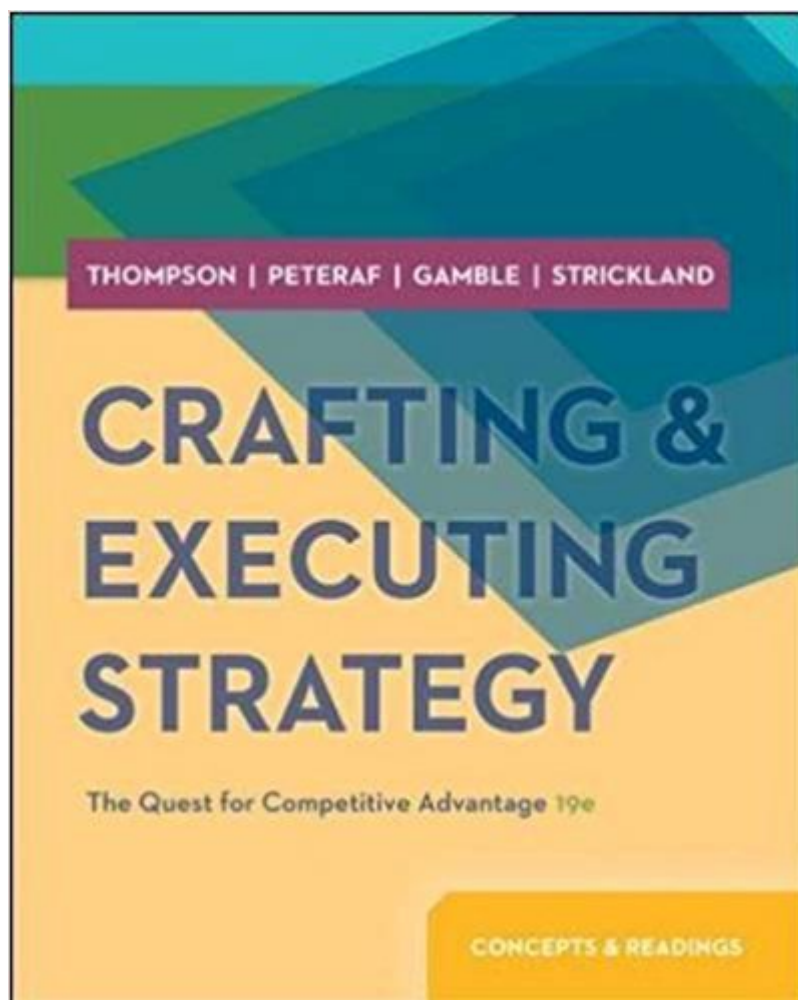




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Crafting And Executing Strategy: Concepts And Readings (Crafting & Executing Strategy: Text And Readings)



Synopsis

NOTE: This ISBN Is the 19th Edition which does not Include the Case Study Book. It includes only Concepts and Readings (GOP) 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 â “ indeed every paragraph and every line â “ has been re â “ 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!

Book Information

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Customer Reviews

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. Arthur A. Thompson, Jr., earned his B.S and Ph.D. degrees in economics from The University of Tennessee, spent three years on the economics faculty at Virginia Tech, and served on the faculty of The University of Alabama's College of Commerce and Business Administration for 24 years. In 1974 and again in 1982, Dr. Thompson spent semester-long sabbaticals as a visiting scholar at the Harvard Business School. His areas of specialization are business strategy, competition and market analysis, and the economics of business enterprises. In addition to publishing over 30 articles in some 25 different professional and trade publications, he has authored or co-authored five textbooks and six computer-based simulation exercises. His textbooks and strategy simulations have been used at well over 1,000 college and university campuses worldwide. Dr. Thompson spends much of his off-campus time giving presentations, putting on management development programs, working with companies, and helping operate a business simulation enterprise in which he is a major partner. Dr. Thompson and his wife of 56 years have two daughters, two grandchildren, and a Yorkshire terrier. 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.

In general this textbook is fine - all the content of the main body of the text is the same except that this version of the 19th edition does not include the section of case studies that the insanely

overpriced version sold at my college's bookstore has. Unfortunately for me, those case studies are a part of my professor's curriculum. Fair warning, check with the professor to see if they will be using the case studies before buying this text.

Like other people said, it doesn't have any cases,,..... there is another edition that has cases, but other than the case study part it is exactly the same, i was trying to refund this.but then i decide just go to the library and copy those cases i need....

Love this product! Quality as described~

The format of the text, explanations, and quality are worth every cent of the cost. Used for MBA Capstone course and will keep it for future use.

The subject matter is very detailed.

Book came really fast and just what I expected

This description is not accurate for the paperback version of the book. There are no case studies, updated or otherwise.

Very misleading and similar to the one you will need****NOT THE ONE WITH THE CASE STUDIES!!!

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