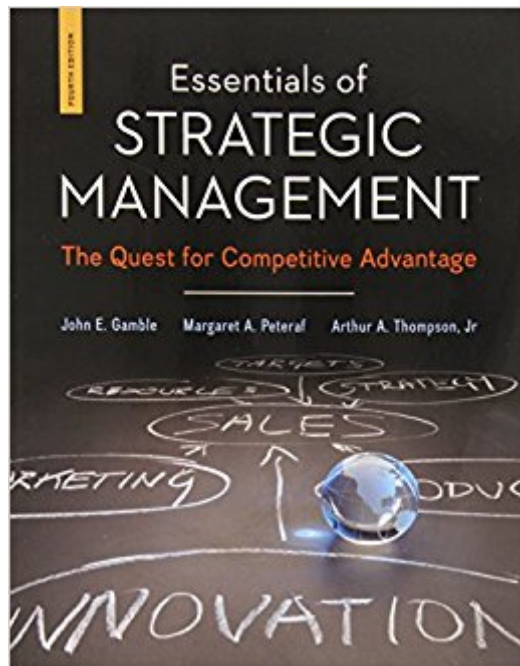




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Essentials Of Strategic Management: The Quest For Competitive Advantage



Synopsis

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Essentials of Strategic Management presents a conceptually strong treatment of strategic management principles and analytic approaches that features straight-to-the-point discussions, timely examples, and a writing style that captures the interest of students. The Fourth Edition of Essentials of Strategic Management is very much in step with the best academic thinking and contemporary management practice. The chapter content continues to be solidly main-stream and balanced, mirroring both the penetrating insight of academic thought and the pragmatism of real-world strategic management. The text serves as the theoretical foundation of a teaching approach incorporating a business strategy simulation.

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. Margaret A. Peteraf is the Leon E. Williams Professor of Management at the Tuck School of Business at Dartmouth College. She is an internationally recognized scholar of strategic management, with a long list of publications in top management journals. She has earned myriad honors and prizes for her contributions, including the 1999 Strategic Management Society Best Paper Award recognizing the deep influence of her work on the field of Strategic Management. Professor Peteraf is a fellow of the Strategy & Management Society and the Academy of Management. She served previously as a member of the Board of Governors of both the Society and the Academy of Management and as Chair of the Business Policy and Strategy Division of the Academy. She has also served in various editorial roles on numerous & editorial boards, including the Strategic Management Journal, the Academy of Management Review, and Organization Science. She has taught in Executive Education programs in various programs around the world and has won teaching awards at the MBA and Executive & level. Professor Peteraf earned her Ph.D., M.A., and M.Phil. at Yale & University and held previous faculty appointments at Northwestern University's Kellogg Graduate School of & Management and at the University of Minnesota's Carlson School of Management. & & & Thompson's teaching experience includes 25+ years at the University of Alabama, and 3 years at Virginia Polytechnic Institute and State University. He earned a BS in Liberal Arts and a PhD in Economics from the University of Tennessee. He is a member of the American Economic Association, the Academy of Management, and the Southern Management Association. He has also served on the editorial boards of a number of journals, including the Journal of Economics and Finance, the Journal of Management, the Journal of Management Case Studies, and the Journal of Management Issues.

Decent book for a decent class. Nothing special or terrible.

it is good, i loved it

ok

The book came quickly and was in great quality.

It helped me a lot

Great book! Exactly what I was looking for!

Meh

Excellent

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