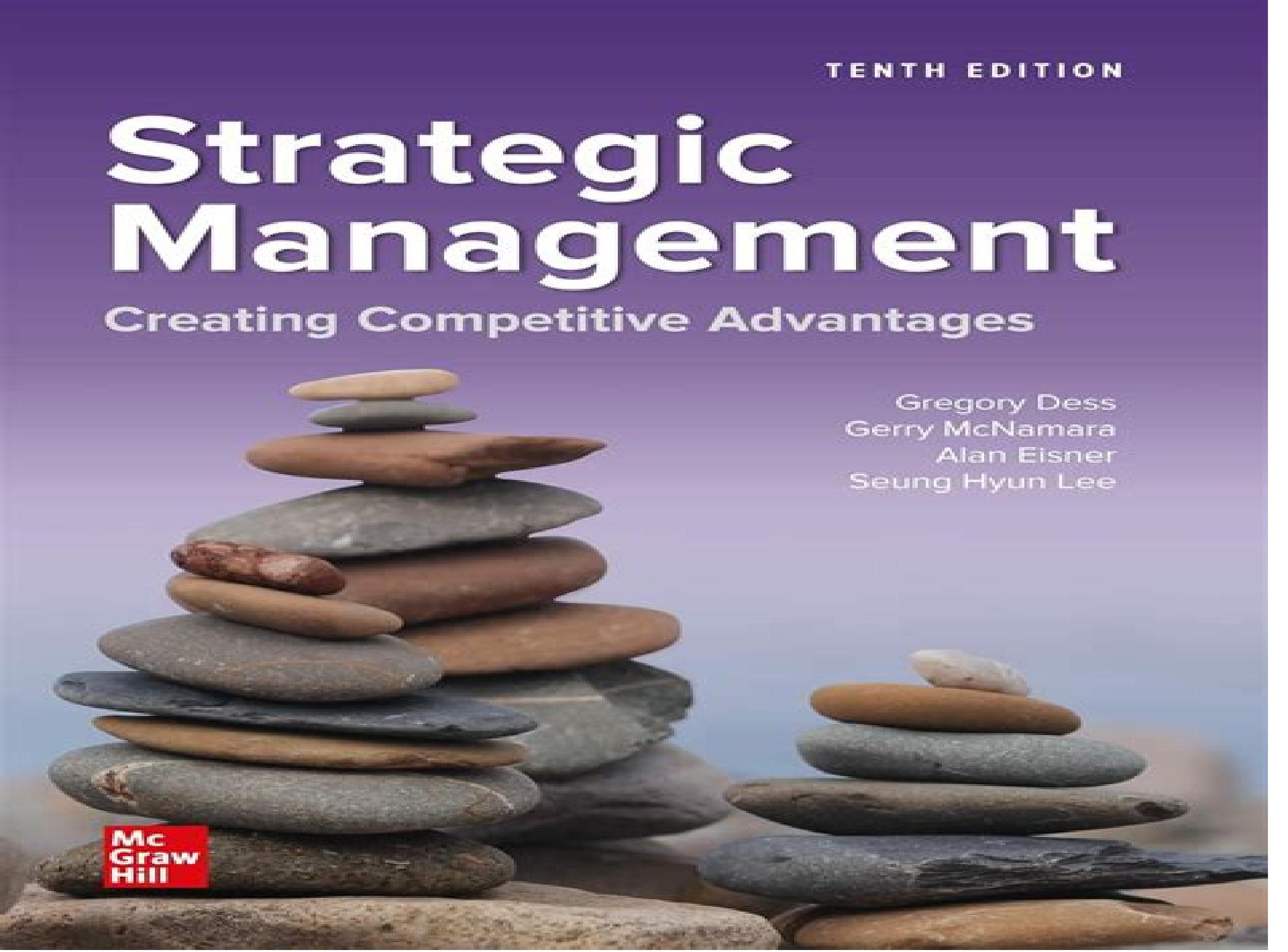


TENTH EDITION

Strategic Management

Creating Competitive Advantages

Gregory Dess
Gerry McNamara
Alan Eisner
Seung Hyun Lee



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Strategic Management Creating Competitive Advantages

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designed considering the problem of students in finding out an easily understandable book covering by and large all the relate topics This book presents the fundamental concepts of Strategic Management with current examples and illustrations in simple lucid and student friendly manner The book along with other topics covers a Business Vision Mission and Objectives b Environmental and Internal Analysis c Corporate Business Functional Global and e Business Strategies d Strategic Analysis and Choice e Strategic Implementation Issues f Strategic Evaluation and Control g Case Study Methodology The main feature of this book is a comprehensive coverage of popular analytical frameworks such as i SWOT Analysis ii Porter s Five Forces Model iii Ansoff s Product Market Grid iv Value Chain Analysis v BCG Matrix In addition concepts like core competence competitive advantage customer driven strategy etc are elaborated extensively in the book The book is very useful for the courses such as MBA PGDBA BBA BBM and other professional programmes at graduate and postgraduate level

Loose Leaf for Strategic Management: Creating Competitive Advantages Gerry McNamara,Dr Gregory G. Dess, PhD, BIE,Alan Eisner,Seung-Hyun Lee,2020-02-10 Strategic Management Text and Cases Tenth edition written by authors Dess McNamara Eisner and Lee continues its tradition of being readable relevant and rigorous Its engaging writing style minimizes jargon to maximize readability It provides examples from management practice and societal themes including environmental sustainability ethics globalization entrepreneurship and data analytics to make the content relevant It draws on the latest research by management scholars and insights from executives to balance accessibility with rigor They provide separate chapters on the role of intellectual assets in value creation Ch 4 entrepreneurial strategy and competitive dynamics Ch 8 and fostering entrepreneurship in established organizations Ch 12 This version includes the all the text and 38 cases

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