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Strategic Management: Creating Competitive Advantages



Synopsis

Strategic Management: Creating Competitive Advantage, Seventh Edition, written by the well respected authors Dess/Lumpkin/Eisner/McNamara provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such intellectual assets, entrepreneurship, innovation, knowledge management, internet strategies, crowdsourcing, environmental sustainability. The accessible writing style and wealth of new and updated illustrations, which clarify the most difficult topics, make this title an excellent resource for your students.

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Customer Reviews

I thought I was going to hate my strategic management class, but this book has made the class fairly enjoyable. Although this book is wordy (like all management books seem to be), it is actually fairly easy to read. The information is presented in a very logical manner and concepts are well taught. The book has many real world examples, which often helps to solidify the concepts and makes the book less dry. I would recommend this book for any strategic management class.

A great guide for strategic thinking. It's a college book, but there are many links and guidance directions.

This book is very informative. I received an "A" in this class

received in good condition

Good condition

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