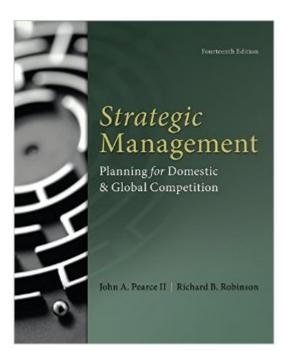
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Strategic Management





Synopsis

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout Strategic Management, 14e. The fourteenth edition of Strategic Management continues to increase the emphasis on planning for domestic and global competition in a global economy that is integral to strategic decision in even the smallest business or organisation on Main Street - in any town worldwide every day. It is specially designed to accommodate the needs of strategy students worldwide in our fast-changing twenty-first century.

Book Information

Hardcover: 880 pages Publisher: McGraw-Hill Education; 14 edition (March 6, 2014) Language: English ISBN-10: 0077862511 ISBN-13: 978-0077862510 Product Dimensions: 8.1 x 1.5 x 10 inches Shipping Weight: 3.4 pounds (View shipping rates and policies) Average Customer Review: 4.0 out of 5 stars Â See all reviews (33 customer reviews) Best Sellers Rank: #43,093 in Books (See Top 100 in Books) #71 in Books > Business & Money > Management & Leadership > Strategy & Competition #140 in Books > Textbooks > Business & Finance > Management #167 in Books > Business & Money > Processes & Infrastructure > Strategic Planning

Customer Reviews

Needs Kindle edition. In this day and age there is no excuse to be required to pay this much for printed material when the publisher can save a ton of money by offering a digital edition. I will update this review to a two star for content after my class is finished if I feel it is well written.

Very wordy, saying pretty much the same thing over and over again. If they got to the point and said what they meant to say the book would be less then have as long. Mandatory reading for class, was not much fun.

I'm now graduated, but when I used this book for my "capstone" class, I was a double major in accounting and finance and had already taken all my intro to advanced business classes. If you are

new the business world or new to management, perhaps this book will be useful to you as it includes many basic and rudimentary concepts that are widely used in the business world. However, if you are already an established professional or well-acquainted with business jargon, this book will be an endlessly dull and boring refresher for you.Take that as you will. I found this book less than helpful, and I'm not usually one to complain that textbooks are boring since I've done my fair share of reading and learning, but this book actually frustrated me at times with how dry and plain its analogies and examples were. The cases in the back of the book are the best part. Those are actually interesting to read about since they had real-world applications.

I couldn't find the publisher information. I often felt that I was missing something the other students were getting. Something was not right about this purchase, mainly because I couldn't find the page with the copyright info. All my family and friends looked for publishing information. It appeared that page was torn out.

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A good book, a lot of new case with new data

This book is a life save for my MS degree, other wise I could not afford it at full cost. Thanks a bunch!!

This textbook worked very well for class. There were no pages missing and it helped me to a good grade. I recommend this textbook to anyone taking this course, or just looking to learn more.

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