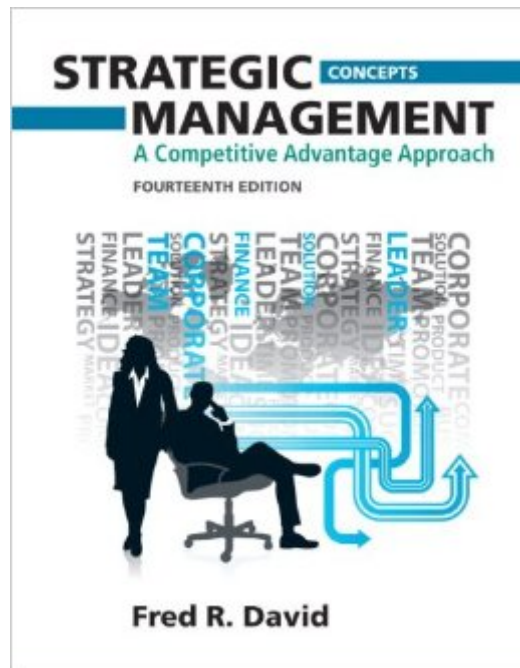


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Strategic Management: A Competitive Advantage Approach, Concepts (14th Edition)



Synopsis

In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The fourteenth edition explores the current global recession and shows how it has affected the business environment, providing up-to-date coverage in every chapter.

Book Information

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Average Customer Review: 4.0 out of 5 stars See all reviews (107 customer reviews)

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Customer Reviews

This book appeared the same as the hardcover, but I found out the hard way that it does not include the company case studies that are included in the hardcover book. This was very disappointing since those cases are required for my class. The Kindle version does include these case studies. or the publisher needs to disclose this information in their product description. Had I know the paperback didn't include all of the information, I would have purchased it in one of the other formats.

Students need to be aware that this textbook has the same ISBN as "Strategic Management: A Competitive Advantage Approach: Concepts and Cases," but does not include the cases at the back of the book. The books also look identical except for two words in the subtitle. I ended up spending another \$100 to rent the e-book mid-semester because of not noticing that. In short, students should double-check with their institutions to make sure they have the correct title (not just the right ISBN) before purchasing this product.

This is a good, step-by-step book for strategic management. It lays out the steps very well, but it could use a bit more information. The financial ratios section could use more information, and the case studies are often unequal in the types of information that they carry. This makes it difficult to do competitor comparisons. How do you rank a company's workers policy when only one case has information on it and the other does not? You cannot simply discount such information when it could be an important competitive factor. Essentially, this is a good book for teaching you a process, but it could use some work on giving you more details.

The book purchased did not have cases at the end of the book, which was required in my class. The cover is exactly the same as I needed, the only difference being the title, which only reads, "concepts." If your class needs the title, "Concepts and Cases," this is not the right textbook for you. If you only need concepts, this book will work great!

This review is specifically in regard to the Kindle edition, not the quality of the content. I can't believe this was released. It constantly, every couple minutes, freezes or crashes my Kindle for PC. No problem of the sort with any other Kindle releases.

The title of this book is mislabeled and does not have the cases at the end of the book. I need this for class!!!!

This book was the text for my strategic management class, and it was one of my favorite textbooks. The authors of this book tried to explain the concepts of strategic management. The case studies were very interesting, and the book gave insight into successes and failures of some companies. It may be wordy, but it's packed with useful information and analysis.

It is a helpful book, especially for anyone who deal with the strategy formulation. This book provide some valuable tools for analyzing the organization's environment, both external and internal, which is something special with this book that make it different with the other.

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