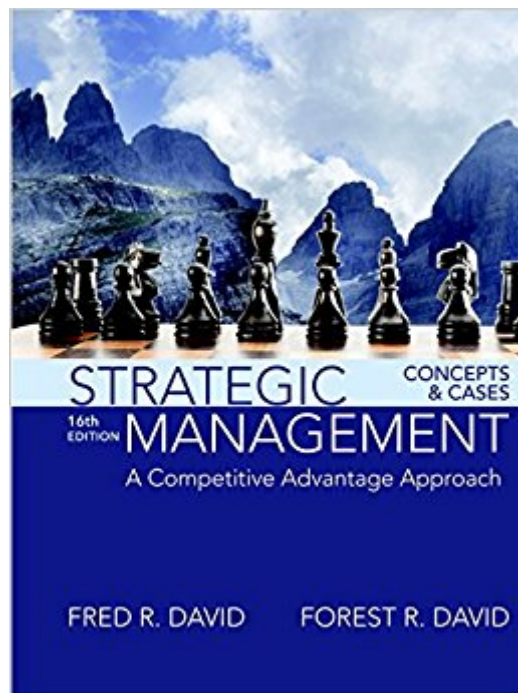




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Strategic Management: A Competitive Advantage Approach, Concepts And Cases (16th Edition)



Synopsis

For courses in strategy. **A Practical, Skills-oriented Approach to Strategic Management** 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 readers develop their own cutting-edge strategy through skill-developing exercises. The Sixteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 30 new cases and end-of-chapter material, including added exercises and review questions. **Also Available with MyManagementLab** [®] This title is also available with MyManagementLab [®] an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. **NOTE:** You are purchasing a standalone product; MyManagementLab [®] does not come packaged with this content. If you would like to purchase both the physical text and MyManagementLab search for: **0134422570 / 9780134422572 Strategic Management: A Competitive Advantage Approach, Concepts and Cases Plus MyManagementLab with Pearson eText -- Access Card Package** Package consists of: **0134153790 / 9780134153797 MyManagementLab with Pearson eText -- Access Card -- for Strategic Management: A Competitive Advantage Approach, Concepts and Cases** **0134167848 / 9780134167848 Strategic Management: A Competitive Advantage Approach, Concepts and Cases**

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Customer Reviews

Fred R. and Forest R. David, a father-son team, have published more than 50 articles in journals such as *Academy of Management Review*, *Academy of Management Executive*, *Journal of Applied Psychology*, *Long Range Planning*, *International Journal of Management*, *Journal of Business Strategy*, and *Advanced Management Journal*. Fred and Forest's recent article titled "Mission Statement Theory and Practice: A Content Analysis and New Direction," published in the *International Journal of Business, Marketing, and Decision Sciences*, is changing the way organizations devise and use vision and mission statements. Fred and Forest are coauthors of *Strategic Management: Concepts and Cases*—A Competitive Advantage Approach that has been on a two-year revision cycle since 1987 when the first edition was published. This text has been a leader in the field of strategic management for almost three decades, providing an applications, practitioner-approach to the discipline. More than 500 colleges and universities have used this textbook over the years. For seven editions of this book, Forest has been sole author of the *Case Instructor's Resource Manual*, having developed extensive teachers' notes (solutions) for all the cases. Forest is author of the *Case MyLab* and *Chapter MyLab* ancillaries, as well as the free *Excel Student* template found on the author's Web site. www.strategyclub.com The authors actively assist businesses globally in doing strategic planning. They have written and published more than 100 strategic-management cases. They were invited keynote speakers in September 2015 in Monterrey, Mexico, at the "XXII Congreso Industrial," the largest Congress of Industrial Engineering in Latin America. They were also invited keynote speakers at the *Pearson International Forum* in Monterrey, Mexico, delivering a one-hour presentation to 80 Spanish-speaking, management professors. With a Ph.D. in Management from the University of South Carolina, Fred is the *TranSouth* Professor of Strategic Planning at Francis Marion University in Florence, South Carolina. Forest has taught strategic-management courses at Mississippi State University, Campbell University, and Francis Marion University.

Content is good. However, I am frustrated with service and utilization. I work 60 hours a week and take courses consuming another 20 to 25 hours per week, on top of having a family to support. I grab a few minutes to work on graduate work anywhere I can, and it's rarely at the same place and

same time, day to day. I have a desktop at the office, a desktop at home, a laptop for traveling, and an iPad/iPhone for traveling really light. I even read when getting my hair cut, as time is limited. It is absolutely absurd, however, that I can only access this "digital" book from 2 devices, the first two I access from. There is no reason not to allow me to download this to multiple devices like most other eBooks. I've recommended to the University that they find an alternative for future courses. My time is precious. It shouldn't be wasted by silly administrative decisions such as this from the digital publisher. Again, this is absolutely not helpful.

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There should be a disclaimer that this book does not have the cases. I purchased this without reading other reviews and found out I was missing a big chunk of pages, pages my professor will be quizzing us on next week...ONLY CONTAINS CONCEPTS, NO CASES! Make sure you do not need the cases chapters before purchasing.

The text is confusing because the authors decided to make a concept and concept/case version. Not recommending this author be purchased from again by my college. To me, this is scam and not a great business practice for consumers.

great book and very useful

I am 10 pages in and this might be the worst textbook ever written. From the entire paragraph talking about College Basketball to the table of top 10 inspirational quotes from College Football coaches, this book tries so hard to push on ideas that it actually distracts the reader instead.

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