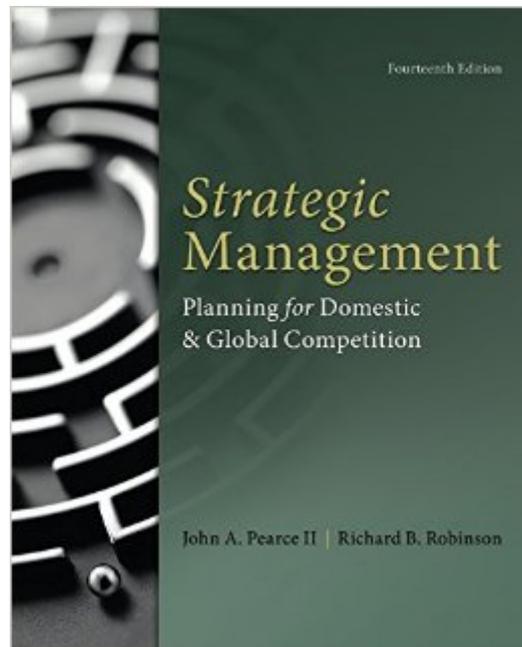


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Strategic Management



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.

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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 to 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.

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