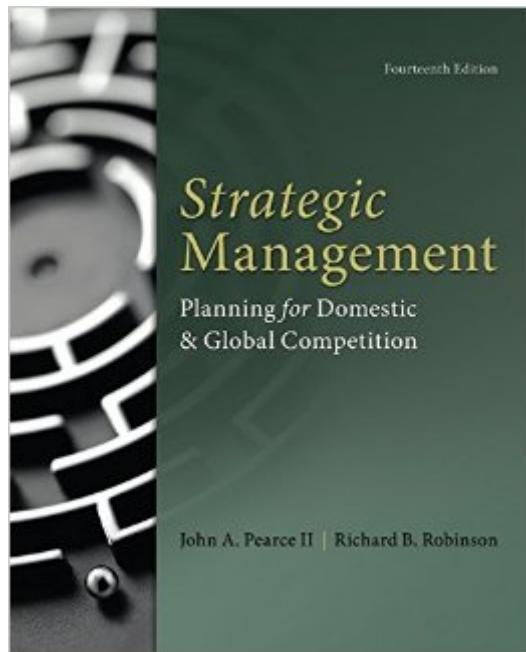


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Strategic Management



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

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