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Hill, W., Jones, G. R. & Galvin, P. (2004), Strategic management: An integrated approach, Wiley, Milton. Mankins, M. C. & Steele, R. (2005), Turning great strategy into great performance, Harvard Business Review (July-August), 64-72.

Strategic Management and Business Performance

As part of manager's function, Hill and Jones (2010) contended that strategy is a set of actions that are associated with managers' roles to enhance their firm's performance. Wheelen and Hunger...

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The result is a printed casebook tailored to meet specific course goals.

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Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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This leading strategy text integrates current research of developing trends with updated cases and increased coverage of technology. Highlights include new material on the link between performance and competitive advantage in Chapter 1; analyzing sources of competitive advantage and profitability in Chapter 3; and business strategy and game theory in Chapter 5. Plus, Chapter 6 covers how competition and strategy change as industries pass through different growth stages, and Chapter 9 addresses horizontal integration and strategic outsourcing. All chapter-opening and chapter-closing cases are new and the authors have either replaced or substantially revised all Strategy in Action boxes. This edition also contains a new ongoing case on Dell, introducing relevant aspects of the company's strategy and performance to reinforce the practical application of key concepts and also illustrate how successive chapter topics tie together. Each chapter retains popular features from previous editions, including a chapter summary, discussion questions, and a Practicing Strategic Management section with four different exercises--Small-Group Exercise, Strategic Management Project, Article File, and Exploring the Web. This edition features a total of 43 high-quality cases covering small, medium, and large companies (domestic and international). These companies include Napster, Nike, The Body Shop, Toyota, Treo/Handspring, The Video Game Industry, SAP, Wal-Mart, Kmart, AOL Time Warner, and Viacom.

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