

Strategic Management and Competitive Advantage: Concepts

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This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Core strategic management concepts without the excess. Just the essentials—Strategic Management and Competitive Advantage strips out excess by only presenting material that answers the question: does this concept help students analyze cases and real business situations? This carefully crafted approach provides readers with all the tools necessary for strategic analysis. The fourth edition features several new and updated cases.