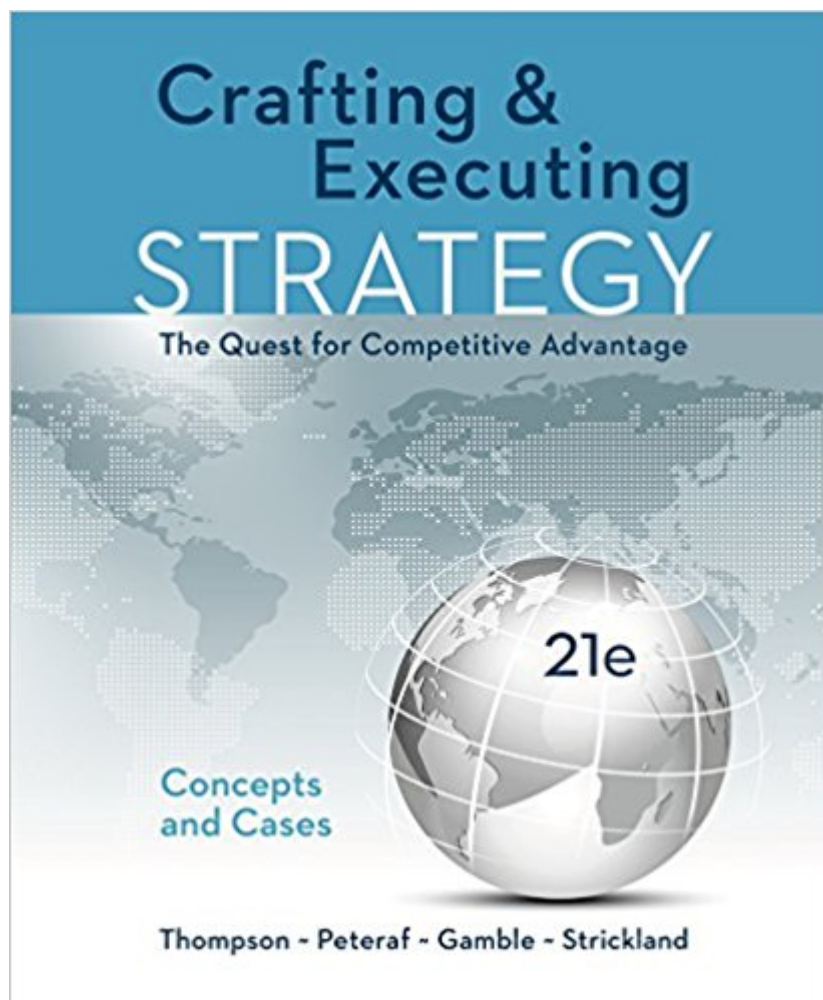




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# **Crafting & Executing Strategy: The Quest For Competitive Advantage: Concepts And Cases (Irwin Management)**



## Synopsis

Best Selling Strategy Title. The 21st Edition continues its tradition of being a preeminently teachable text because of its mainstream content and balanced coverage of what every student needs to know about the managerial tasks of crafting and executing strategy because the presentation of the material is engaging and clearly written.Â

## Book Information

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## Customer Reviews

Â A.J. (Lonnie) Strickland received a BS in Math and Physics from the University of Georgia, an MS in Industrial Management from Georgia Institute of Technology, and a PhD from Georgia State university. He currently holds the rank of Professor of Strategic Management in the Graduate School of Business at the University of Alabama. He has done extensive consulting and research work. In recent years, he was honored with the Outstanding Professor Award for the Graduate School of Business, and was the recipient of the Outstanding Commitment to Teaching Award for the University of Alabama.Arthur A. Thompson, Jr., earned his B.S and Ph.D. degrees in economics from The University of Tennessee, spent three years on the economics faculty at Virginia Tech, and served on the faculty of The University of Alabama's College of Commerce and Business Administration for 24 years. In 1974 and again in 1982, Dr. Thompson spent semester-long sabbaticals as a visiting scholar at the Harvard Business School.His areas of specialization are business strategy, competition and market analysis, and the economics of business enterprises. In addition to publishing over 30 articles in some 25 different professional and trade publications, he

has authored or co-authored five textbooks and six computer-based simulation exercises. His textbooks and strategy simulations have been used at well over 1,000 college and university campuses worldwide. Dr. Thompson spends much of his off-campus time giving presentations, putting on management development programs, working with companies, and helping operate a business simulation enterprise in which he is a major partner. Dr. Thompson and his wife of 56 years have two daughters, two grandchildren, and a Yorkshire terrier. John E. Gamble is currently Associate Dean and Professor of Management in the Mitchell College of Business at the University of South Alabama. His teaching specialty at USA is strategic management and he also conducts a course in strategic management in Germany, which is sponsored by the University of Applied Sciences in Worms. Dr. Gamble's research interests center on strategic issues in entrepreneurial, health care, and manufacturing settings. His work has been published in various scholarly journals and he is the author or co-author of more than 50 case studies published in an assortment of strategic management and strategic marketing texts. He has done consulting on industry and market analysis for clients in a diverse mix of industries. Professor Gamble received his Ph.D. in management from the University of Alabama in 1995. Dr. Gamble also has a Bachelor of Science degree and a Master of Arts degree from the University of Alabama. Margaret A. Peteraf is the Leon E. Williams Professor of Management at the Tuck School of Business at Dartmouth College. She is an internationally recognized scholar of strategic management, with a long list of publications in top management journals. She has earned myriad honors and prizes for her contributions, including the 1999 Strategic Management Society Best Paper Award recognizing the deep influence of her work on the field of Strategic Management. Professor Peteraf is a fellow of the Strategic Management Society and the Academy of Management. She served previously as a member of the Board of Governors of both the Society and the Academy of Management and as Chair of the Business Policy and Strategy Division of the Academy. She has also served in various editorial roles on numerous editorial boards, including the Strategic Management Journal, the Academy of Management Review, and Organization Science. She has taught in Executive Education programs in various programs around the world and has won teaching awards at the MBA and Executive level. Professor Peteraf earned her Ph.D., M.A., and M.Phil. at Yale University and held previous faculty appointments at Northwestern University's Kellogg Graduate School of Management and at the University of Minnesota's Carlson School of Management.

I rented this book from , and I would tell you that I liked it so much that I will be using it for future references. I used it for my Strategic Management class for Supervision and Management. I had to

do about four presentations from the cases of this book. I enjoyed the cases in this book, I even read most of them. like I said I will be using this version or future versions of this book for references.

Great product, great price.

I enjoyed reading this book - it was for an MBA class. It has some pretty good examples and case studies of real life stories in the business world. In class we went through about half of the book and overall it gave the students a good understanding of corporate strategy and what goes into that decision making process.

This book really helped me to gain insight into Strategic Management. It had an easy to follow layout as well as good examples. I was successful in passing my MBA course using this text and I can safely say that I am equipped with the necessary knowledge in this field.

Great book. Layout is excellent and makes it easy to read and understand. I liked the text boxes at the side with key notes and the learning objectives highlighted throughout the chapter.

Colourful pages make for ease of reading and there are some excellent case studies. However, I wish that the case examples had the solutions included since half of the textbook covers case examples.

This wasn't my favorite textbook, but I did enjoy the thorough case studies at the end of the book. I used those more than the chapter contents by far. Regardless, this was a mandatory purchase. I did appreciate the rental option as I am someone who doesn't like to hold onto unnecessary items.

4 stars!!! Of course I'm an , fan and definitely love the fact that I was able to rent this book instead of being duped out of \$336 from my school website. Same book, brand new and saved me a ton of money!

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