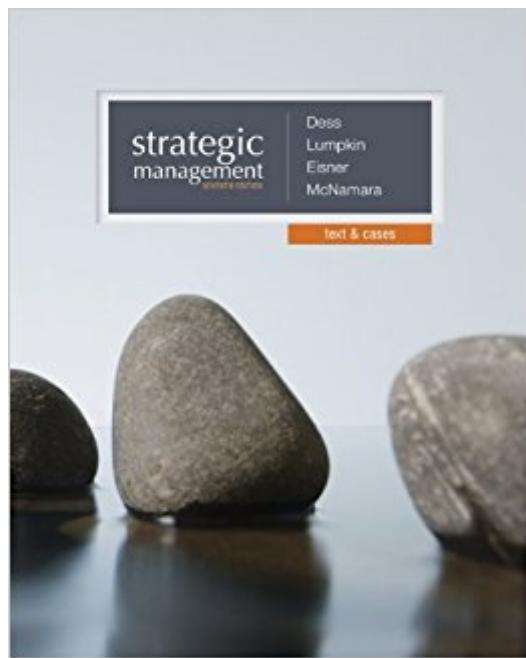


The book was found

Strategic Management: Text And Cases



Synopsis

Strategic Management: Text and Cases, Seventh Edition, written by the well respected authors Dess/Lumpkin/Eisner/McNamara provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such intellectual assets, entrepreneurship, innovation, knowledge management, internet strategies, crowdsourcing, environmental sustainability. The accessible writing style and wealth of new and updated illustrations, which clarify the most difficult topics, make this title an excellent resource for your students. The new case selections emphasise variety, currency, and familiar company names. The cases are up-to-date in terms of both financial data and strategic issues. This group of cases gives both instructors and students unparalleled quality and variety. Based on consistent reviewer feedback, these selections combine comprehensive and shorter length cases about well known companies.

Book Information

Series: Strategic Management

Hardcover: 816 pages

Publisher: McGraw-Hill Education; 7 edition (September 23, 2013)

Language: English

ISBN-10: 007786252X

ISBN-13: 978-0077862527

Product Dimensions: 10.1 x 8.1 x 1.2 inches

Shipping Weight: 3.1 pounds

Average Customer Review: 4.5 out of 5 stars 28 customer reviews

Best Sellers Rank: #4,595 in Books (See Top 100 in Books) #11 in Books > Business & Money > Management & Leadership > Strategy & Competition #25 in Books > Business & Money > Processes & Infrastructure > Strategic Planning #31 in Books > Business & Money > Management & Leadership > Systems & Planning

Customer Reviews

Alan B. Eisner is Professor of Management and Department Chair, Management and Management Science Department, at the Lubin School of Business, Pace University. He received his PhD in management from the Stern School of Business, New York University. His primary research interests are in strategic management, technology management, organizational learning, and managerial decision making. He has published research articles and cases in journals such as

Advances in Strategic Management, International Journal of Electronic Commerce, International Journal of Technology Management, American Business Review, Journal of Behavioral and Applied Management, and Journal of the International Academy for Case Studies. He is the former Associate Editor of the Case Association's peer reviewed journal, The CASE Journal. Gregory G. Dess is the Andrew R. Cecil Endowed Chair in Management at the University of Texas at Dallas. His primary research interests are in strategic management, organization-environment relationships, and knowledge management. He has published numerous articles on these subjects in both academic and practitioner-oriented journals. He also serves on the editorial boards of a wide range of practitioner-oriented and academic journals. In August 2000, he was inducted into the Academy of Management Journal's Hall of Fame as one of its charter members. Professor Dess has conducted executive programs in the United States, Europe, Africa, Hong Kong, and Australia. During 1994 he was a Fulbright Scholar in Oporto, Portugal. In 2009, he received an honorary doctorate from the University of Bern (Switzerland). He received his PhD in Business Administration from the University of Washington (Seattle) and a BIE degree from Georgia Tech. G. T. (Tom) Lumpkin is the Chris J. Witting Chair and Professor of Entrepreneurship at Syracuse University in New York. Prior to joining the faculty at Syracuse, Tom was the Kent Hance Regents Endowed Chair and Professor of Entrepreneurship at Texas Tech University. His research interests include entrepreneurial orientation, opportunity recognition, strategy-making processes, social entrepreneurship, and innovative forms of organizing work. He has published numerous research articles in journals such as Strategic Management Journal, Academy of Management Journal, Academy of Management Review, Journal of Business Venturing, and Entrepreneurship: Theory and Practice. He is a member of the editorial review boards of Strategic Entrepreneurship Journal, Entrepreneurship Theory & Practice, and the Journal of Business Venturing. He received his PhD in management from the University of Texas at Arlington and MBA from the University of Southern California. Gerry McNamara is a Professor of Management at Michigan State University. He received his PhD from the Carlson School of Management at the University of Minnesota. His research focuses on strategic decision making, organizational risk taking, and mergers and acquisitions. His research has been published in numerous journals, including the Academy of Management Journal, Strategic Management Journal, Organization Science, Organizational Behavior and Human Decision Processes, Journal of Management, and Journal of International Business Studies. His research on mergers and acquisitions has been abstracted in the New York Times, Bloomberg Businessweek, The Economist, and Financial Week. He is currently an Associate Editor for the Academy of

Management Journal.

This is a great text. It is filled with case studies, not only in that section but peppered throughout the text. Each chapter tackles a range of topics and explains things in a way that allows the reader to be able to apply the knowledge and techniques to real world situations. In the case study section, every case provided background for the company and the issues it faced. I felt the text was very comprehensive and easy to follow. A good number of questions at the end of each chapter stimulated critical thinking.

Item was shipped quickly and exactly as described

good book

It's a textbook about Strategic Management. How exciting.

Like it

On time delivery and Great text with cases. Awesome experience.

Rented for a summer class. Great cases at the end for analysis and great book for complimenting already known business knowledge

Strategic Management: Text and Cases Great book and cases are amazing/

[Download to continue reading...](#)

Strategic Management: Text and Cases (Irwin Management) Land Law: Text, Cases, and Materials (Text, Cases And Materials) Strategic Management: Text and Cases Transnational Management: Text, Cases & Readings in Cross-Border Management (Asia Higher Education Business & Economics Management and Organization) A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) Strategic Management: Concepts and Cases: Competitiveness and Globalization Strategic Management: Competitiveness and Globalization- Concepts and Cases, 11th Edition Strategic Management and Competitive Advantage: Concepts and Cases (5th Edition) Strategic Management: Concepts and Cases

Strategic Management: A Competitive Advantage Approach, Concepts and Cases (16th Edition)
Strategic Management: A Competitive Advantage Approach, Concepts & Cases (15th Edition)
Strategic Management: Theory & Cases: An Integrated Approach Best Practice Cases in Branding
for Strategic Brand Management, 3/e Texting Women: 7 Simple Steps From Text to Sex (Flirty
Texts, Texting Girls, How To Text Girls, Art Seduction, How to Seduce a Woman, Funny Text, Pick
Up Women, Funny Pick Up Lines, Picking Up Women) Strategic Planning for Public and Nonprofit
Organizations: A Guide to Strengthening and Sustaining Organizational Achievement (Bryson on
Strategic Planning) International Management: Managing Across Borders and Cultures, Text and
Cases (9th Edition) International Management: Managing Across Borders and Cultures, Text and
Cases (8th Edition) Strategic Management: Concepts (Irwin Management) Strategic Management
(Irwin Management) Essentials of Strategic Management: The Quest for Competitive Advantage
(Irwin Management)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)