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Strategic Management: Theory: An Integrated Approach

Charles W.L. Hill, Melissa A. Schilling, Gareth R. Jones

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This comprehensive and engaging text presents the complexities of strategic management through up-to-date scholarship and hands-on applications. Highly respected authors Hill, Schilling, and Jones integrate cutting-edge research on topics including competitive advantage, corporate governance, diversification, strategic leadership, technology and innovation, and corporate social responsibility through both theory and case studies. Based on real-world practices and current thinking in the field, the 12th edition features an increased emphasis on the changing global economy and its role in strategic management. When paired with this student-centric text, the MindTap learning solution will prepare the next generation of strategic leaders.

Strategic Management: Theory: An Integrated Approach Details

Date : Published January 1st 2016 by Cengage Learning (first published January 1st 2014)

ISBN : 9781305502338

Author : Charles W.L. Hill , Melissa A. Schilling , Gareth R. Jones

Format : Paperback 528 pages

Genre :



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Patti says

Very well written textbook. Keeps things simple and easy to follow.

Hossein says

G L Meisner says

I found the book to be worth while and useful not just for class but the case studies allowed for a practical look at how to apply what was read.