



Strategic Management Competitiveness and Globalization Concepts and Cases 4th edition

Michael A. Hitt, Robert E. Hoskisson, R. Duane Ireland, Robert E. Hoskisson Michael A. Hitt, Duane Ireland

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In this edition, expert authors Michael Hitt, Duane Ireland, and Robert Hoskisson continue Strategic Management: Competitiveness and Globalization's most complete, current, and realistic presentation of strategic management today. Both the text and cases have been thoroughly updated to present the most accurate portrait of today's global business environment, and the latest theory and application of the strategic management process. This text focuses on the outcome of the strategic management process and integrates the resource-based view of the firm with the more traditional I/O model to explain how firms build a sustained competitive advantage. Reviewers and users of this text praise it for its unparalleled coverage of competitive dynamics, truly global perspectives, and excellent case selection. This text is also available in two splits: concepts-only or cases-only versions.

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