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Strategic Management: Creating Competitive Advantages



Synopsis

Strategic Management: Creating Competitive Advantage, 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.

Book Information

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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. 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.

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.

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.

I thought I was going to hate my strategic management class, but this book has made the class fairly enjoyable. Although this book is wordy (like all management books seem to be), it is actually fairly easy to read. The information is presented in a very logical manner and concepts are well taught. The book has many real world examples, which often helps to solidify the concepts and

makes the book less dry.I would recommend this book for any strategic management class.

It was in pretty good conditions!

A great guide for strategic thinking. It's a college book, but there are many links and guidance directions.

This book is very informative. I received an "A" in this class

Good condition

Great Book

received in good condition

good quality!

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