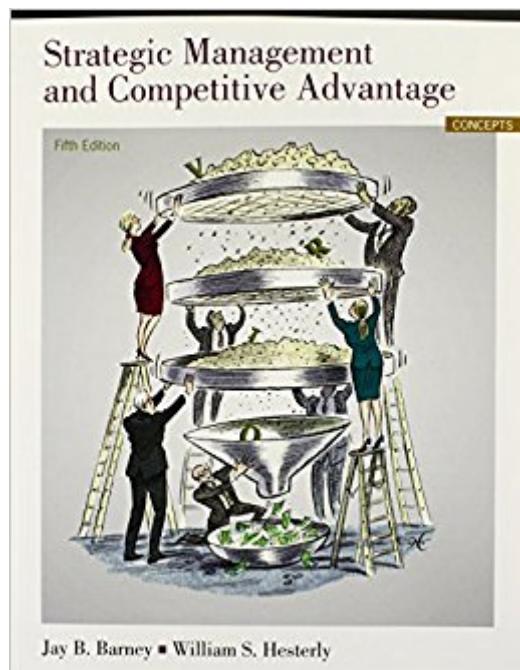


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Strategic Management And Competitive Advantage: Concepts (5th Edition)



Synopsis

NOTE: This ISBN Includes Concepts. It does not include CASES. For courses in strategy and strategic management. A Core strategic management concepts without the excess. This ISBN is for "Strategic Management and Competitive Advantage: Concepts (5th Edition)"ion)"A Just the essentials, Strategic Management and Competitive Advantage strips out excess by only presenting material that answers the question: does this concept help readers analyze real business situations? This carefully crafted approach provides readers with all the tools necessary for strategic analysis. Also Available with MyManagementLab Strategic Management and Competitive Advantage is also available with MyManagementLab, an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. Students, if interested in purchasing this title with MyManagementLab, ask your instructor for the correct package ISBN. Instructors, contact your Pearson representative for more information. A Teaching and Learning Experience This program will provide a better teaching and learning experience—for you and your students. Here's how: Improve Results with MyManagementLab: MyManagementLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Help Students Develop Critical Thinking Skills: A Proven pedagogy geared towards ensuring students grasp the concepts. Present Specific Issues in a Flexible Format: Each chapter has four short sections that present specific issues in more depth, allowing the professor and the student to adapt the text to their particular needs.

Book Information

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Customer Reviews

So far, I like the book. It's fairly straight to the points without too much fluff, but I've only gotten into the second chapter. The big problem that I (and others) have found is that the hardcover and Kindle versions are different, and this fact is not made clear on either of the listings. The Kindle version does not include the cases, and perhaps the paperback version does not as well (I don't know). I can verify, however, that the hardcover version contains all of the necessary cases (over 200 more pages). So, make sure that you check the ISBN for the exact version you need before purchasing. To reiterate... * The HARDCOVER edition, entitled "Strategic Management and Competitive Advantage: Concepts and Cases" (ISBN 978-0132555500), is 624 pages long and COMES WITH ALL OF THE CASES.* The KINDLE edition, entitled "Strategic Management and Competitive Advantage: Concepts" (ISBN 978-0132546348), is 408 pages long and DOES NOT INCLUDE THE CASES.

This book was required for a college class I was taking. I never actually read any of it, but I was surprised to find that I could sell it back to the Barnes and Noble on campus for almost three times higher than I bought it for. I religiously bought this book every semester and sold it back to the bookstore until I graduated. I didn't pass the class, but my whiskey was basically free for the rest of my college career. Highly recommend.

Just wanted to clear up some confusion about the concepts and cases based on my experience. I needed this text for a course and the instructor stressed to be sure that the copy we obtain contains the concepts and cases. Based on the prior reviews of this text, I was nervous to order it. Mind you, I ordered the access code to this text from and figured I would use the included e-text for class, but before opening the package I realized that based on the title of the code I purchased, the concepts and cases would not be included. Thus, I returned it to before opening the package or using the code and received a full refund. I then ordered received my rental of the HARD COVER copy of this text and to my relief the concepts and cases are definitely included. At under \$50 that was a steal for me compared to over \$200!. Notice if you click the kindle version or soft cover version, the words "contents and cases" disappear from the title. So be sure to purchase/rent the hard cover version if

you need the contents and cases and you'll be good to go! Hopefully this helps!

The kindle version of this book is missing the cases that was required in my class. I had to find a classmate to make a copy for me. It was a great inconvenience full book should have been available.

Bought the book thinking it had the case studies in it and found out when it arrived that it did not! That was one of the biggest reasons why I bought the book. I had to have those for class and the book did not supply that case studies, very unhappy with it.

I rented this book for my online college. I found that out of my college career, this was by far one of the most informative and influential books. I have used the principles taught in this book to help several companies evaluate where they are and what they are heading and how to make sure to keep their advantages and be aware of their threats..A really good read.

Picture shows it is the CONCEPTS and CASES edition. I received it and it is only the Concepts edition. Was not specified anywhere that it was only the Concepts edition. Now I'm a week behind in my class.

Pearson books can go to hell, they make this book in 2 separate editions, one with written cases for assignments and one without. Don't buy this crap and make the same mistake as me if you need it for school.

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