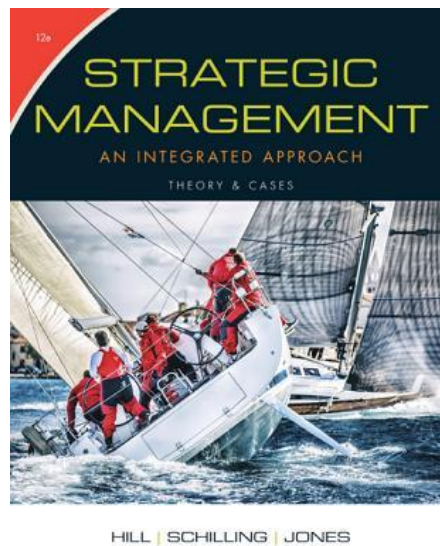




Strategic Management: Theory & Cases: An Integrated Approach

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

Download now

Read Online ➔

Strategic Management: Theory & Cases: An Integrated Approach

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

Strategic Management: Theory & Cases: An Integrated Approach Charles W.L. Hill , Melissa A. Schilling , Gareth R. Jones

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. The appendix walks students through the case-analysis process, and explains key ratios that managers use to compare the performance of firms. The high-quality case study program contains 31 cases covering small, medium, and large companies from a large range of industries and nations. Featured cases in this edition include Tesla Motors, India's Tata Group, Sangamo's development of a gene editing cure for HIV, Skullcandy, Uber, Microsoft, Google, and Staples. When paired with this student-centric text, the MindTap learning solution will prepare the next generation of strategic leaders.

Strategic Management: Theory & Cases: An Integrated Approach Details

Date : Published January 1st 2016 by Cengage Learning (first published January 1st 2014)
ISBN : 9781305502277
Author : Charles W.L. Hill , Melissa A. Schilling , Gareth R. Jones
Format : Hardcover 896 pages
Genre :

 [Download Strategic Management: Theory & Cases: An Integrated App ...pdf](#)

 [Read Online Strategic Management: Theory & Cases: An Integrated A ...pdf](#)

Download and Read Free Online Strategic Management: Theory & Cases: An Integrated Approach
Charles W.L. Hill , Melissa A. Schilling , Gareth R. Jones

From Reader Review Strategic Management: Theory & Cases: An Integrated Approach for online ebook

Linda says

This was my textbook for MBA course Strategic Management. I used it as a reference to help me get my A in the course.
