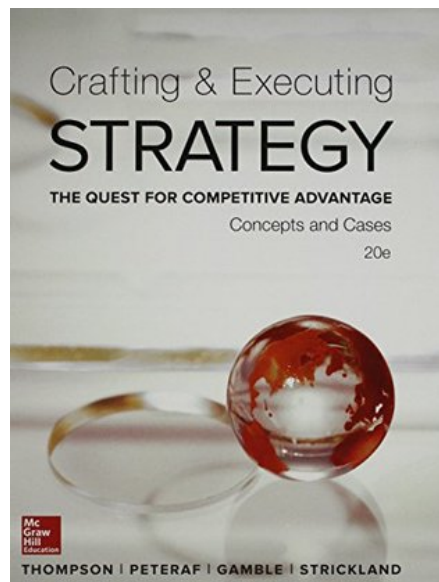




Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases

Arthur A. Thompson Jr. , Margaret Peteraf , John Gamble , A.J. Strickland III

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Crafting and Executing Strategy: The Quest for Competitive Advantage, 20e by Thompson, Peteraf, Gamble, and Strickland maintains its solid foundation as well as brings an enlivened, enriched presentation of the material for the 20th edition. The exciting new edition provides an up-to-date and engrossing discussion of the core concepts and analytical tools. There is an accompanying lineup of exciting new cases that bring the content to life and are sure to provoke interesting classroom discussions and deepen students' understanding of the material in the process.

Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases Details

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Lilymadness says

Good read for class

Rachel Aranda says

There are 3 main sections on this book: the 12 chapters, case studies, and guide on how to use the case studies. This had been one of the better textbooks I have used. The chapters were full of easy to understand information. The only changed I would make would be a change in its layout. The case study section is bigger than the chapter section. I'm also not sure why the guide to use the case studies is behind the case studies. All in all this is a very nice textbook.

mpfrom says

Required for my class. Feel my pain!!!!!!!!!!!!!!

Renita says

The material is written in s very straight-forward manner that doesn't require much interpretation or instructor explanation. Unfortunately the major downfall of this book is that the cases are fairly outdated, many having not been updated since early 2010. The cases themselves are excellent in that they allow the student to use the theoretical knowledge from the front half of the book and apply it to the case analysis.

Zeb Frye says

Totally loved it!!!

Renee says

An adequate book. The beginning chapters are quite useful, with general information on the business process, strategy, etc. The later chapters are geared more towards large corporate businesses, and for someone like me, these parts are fairly useless. However, I do see the merit in this book being used for a capstone class.

A very expensive textbook, as one would expect.

