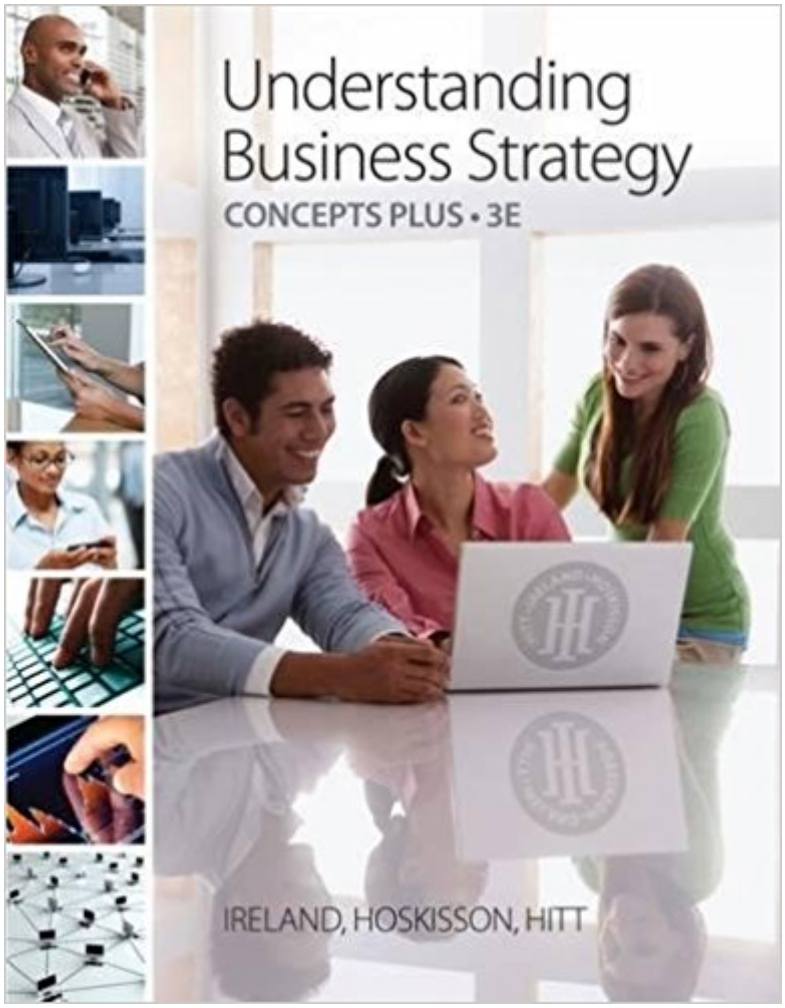
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Understanding Business Strategy Concepts Plus



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Synopsis

Introduce the knowledge and tools that today's most successful firms use to build business and consistently outperform the competition with the latest edition of Ireland, Hoskisson, and Hitt's Understanding Business Strategy Concepts Plus (Third Edition). This book clearly demonstrates what today's most successful firms already know--how solid management strategy equals the decisive actions necessary to create sustainable competitive advantage. Written by strategy leaders recognized for their reliability and currency, this concise text's strong conceptual foundation highlights the latest strategic management research and cutting-edge practices. Users learn from both successes and failures in this action-oriented book as they examine the impact of business strategy in familiar firms and learn from the mistakes of those who failed to apply the strategic process. This edition's unique applied learning approach guides users, step by step, through creating strong strategy, planning for success, implementing responsive action, competing effectively with strategy, analyzing the environment and firm, and improving upon results. Users develop practical workplace skills as Understanding Business Strategy Concepts Plus (Third Edition)'s powerful cases, experiential exercises, and videos from world business leaders reinforce how solid strategy leads to responsive actions that separate successful firms from those that fail. Features Provides in-depth, brief, and customized analysis with a variety of cases. Helps users practice strategic management and critical-thinking skills with a wide selection of Full Teaching Cases that reflect today's latest developments, and fresh Mini-Cases drawn from familiar industries. Cases allow users to plan, execute, and evaluate strategies in action and within context. Builds users' skills with the Strategy Toolbox. Users can closely analyze and evaluate how real firms use specific management tools or techniques within the strategic management process. This practical approach to business problems encourages users to think strategically. The outlined steps or approaches provide skills that users can implement in the workplace for their personal success. Presents unique perspectives within understanding strategy. Learning from success and learning from failure: At the heart of this book's action-oriented approach, users learn to apply the strategic management process for short- and long-term success as they see the impact of business strategy at work in examples of familiar companies, drawn from recent business news. Users even learn from mistakes of others as they examine strategies that did not work and see, firsthand, the results in firms that failed to apply the strategic process. Presents today's most current business strategy on every page. This edition's distinguished business authors have reviewed and updated each chapter with the latest business research to help guide users through the creation, implementation, and evaluation of the strategic process using the most accurate and up-to-date business strategy

information available today. Updated, powerful Mini-Cases strengthen student skills. This edition's numerous new and updated end-of-chapter Mini-Cases allow users to hone personal strategic management skills as they conduct a brief analysis, practice critical thinking, and implement actual strategy within each succinct case. Experiential Exercises ensure thorough understanding. Two Experiential Exercises at the end of each chapter give users the opportunity to participate in the actual strategic management process--from the formulation of strategy and implementation of action through the final analysis--for a more thorough understanding of the chapter's topics. Global business leaders and challenges are highlighted with new 50 Lessons videos. The latest business challenges are introduced with this powerful selection of 10 brief videos by 50 Lessons. Ensures understanding with student-focused, step-by-step presentation. This book's unique applied approach presents concepts in easily digestible chunks using inviting, colorful graphics and informative figures to help users retain information as they walk through the creation, planning, execution, and evaluation of the strategic management process. Accurate, reliable presentation. In this new edition, the text's distinguished authors continue to provide the most accurate, reliable presentation available. With Understanding Business Strategy Concepts Plus (Third Edition), users are learning from the most accurate, up-to-date business strategy text on the market.

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The book is very easy to read, noticeably easy to understand, and all in all, a great purchase for anyone who is looking for a warm-up book for the ins and outs of the business world, or more simply, would like a refresher and handy reference for terms and concepts he or she may already be comfortable with.

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