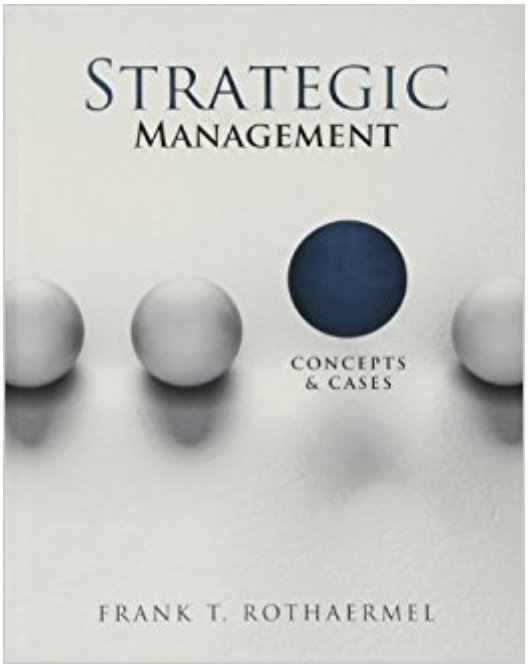
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# Strategic Management: Concepts And Cases




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## Synopsis

Combining quality and user-friendliness with rigor and relevance, Frank T. Rothaermel synthesizes theory, empirical research, and practical applications in a breakthrough new text designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. This new textbook, written with a single, strong voice, weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights, to teach students how companies gain and sustain competitive advantage. OneBook...OneVoice...OneVision

## Book Information

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## Customer Reviews

Frank T. Rothaermel (Ph.D., University of Washington) is a professor of Strategic Management and in the Scheller College of Business at the Georgia Institute of Technology. BusinessWeek names Frank one of Georgia Tech’s Prominent Faculty in their national survey of business schools. The Kauffman Foundation Views Frank as one of the world’s 75 thought leaders in entrepreneurship and innovation. Frank is an Alfred P. Sloan Industry Studies Fellow, and also holds a National Science Foundation (NSF) CAREER award, which "is a Foundation-wide activity that offers the National Science Foundation’s most prestigious awards in support of...those teacher-scholars who most effectively integrate research and education...(NSF CAREER Award description). Frank has a wide range of teaching experience, including at the Georgia Institute of Technology, Georgetown University, Politenico di Milano, St. Gallen University (Switzerland), and the University of

Washington. He received numerous teaching awards for excellence in the classroom. Frank's research interests lie in the areas of strategy, innovation, and entrepreneurship. To inform his research he has conducted extensive field work and executive training with leader corporations like Amgen, Daimler, Eli Lilly, GE Energy, GE Healthcare, Hyundai Heavy Industries (South Korea), Kimberly-Clark, Microsoft, McKesson, NCR, amount others. Frank regularly translates his research findings for wider audiences in articles in Forbes, MIT Sloan Management Review, Wall Street Journal, and elsewhere.

Easy read. Diagrams help a lot. Very interesting subject. Got it for school.

Book arrived as described, new. Excellent book!

A very well organized classroom text. I had been told that there was too much focus on IT case studies but this was not the case. The studies were varied and related directly to the chapters.MBA candidate 2015

Used this for 1 MBA class - the book has good concepts and is easy to understand. Plus, the price was better than getting it from a rental website.

Good condition.

The book is very comprehensive and easy to read. The narration is really interesting with lots of relevant examples that compliment the theory. Have finished the first five chapters and am really looking forward to finishing the book. Really excited and looking forward especially to the cases.

I got this book for a class and im guessing you are going to be doing that to. This book comes with a great slide deck for your professor and really makes learning strategic management concepts very easy

Great

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