

Strategic Management By Frank T Rothaermel

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strategic management brings conceptual frameworks to life via examples that cover products and services from companies with which students are familiar such as facebook google tesla starbucks apple mcdonald s disney airbnb and uber liberal use of such examples aids in making strategy relevant to students lives and helps them internalize strategy concepts and frameworks

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in the quest for global dominance they present the lessons from their twenty year study of over two hundred corporations they argue that in order for a company to create and maintain its position as a globally dominant player executives must ensure that their company leads its industry in four essential tasks the quest for global dominance provides executives with leading edge ideas on how to accomplish these tasks in a manner that makes them easy to put into action jacket

since the early 1980s it has been recognized that a firm's resources capabilities and competencies help it gain a competitive advantage that in turn produces higher performance this resource based view of the firm has been an important development in the field of strategic management it explains why some organizations perform better than others and shows that leveraging both tangible and intangible resources is necessary to gain a sustainable competitive advantage bringing together contributions from multiple perspectives this book examines the management of strategic resources first the book discusses resource strategy and firm performance how resources lead to competitive advantage and how firm resources interplay with the firm strategy to produce specific outcomes second it addresses the development commitment and governance of firm resources how firms develop critical resources including the especially difficult development of intangible resources such as tacit knowledge internal networks and the creation of new intellectual capital finally attention is focused on the problems involved in the transfer of resources and skills in cooperative strategies such as strategic alliances and the allocation of resources to produce innovation the resource based view of the firm is a valuable way of analyzing and understanding firm strategies and performance the contributions in this book provide an important in depth view of how strategic resources can be developed and leveraged to create value in organizations

strategic management an organization change approach examines the art and science of strategic management in businesses and other organizations working from an established theoretical base this new work discusses practical applications of various strategic management philosophies while focusing on strategy as organizational change sherman rowley and armandi outline specific strategies and tactics that managers can use to maximize not only productivity but also satisfaction in their human organizations in an interactive and approachable manner strategic management analyzes the importance of an organization's internal and external environment explains how to develop an organizational mission vision values and goals identifies human level vs corporate level strategy choices and offers advice on how managers can effectively implement their plans the authors also consider variables that might affect the proposed strategic management approaches such as international environments and non profit government and small businesses

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