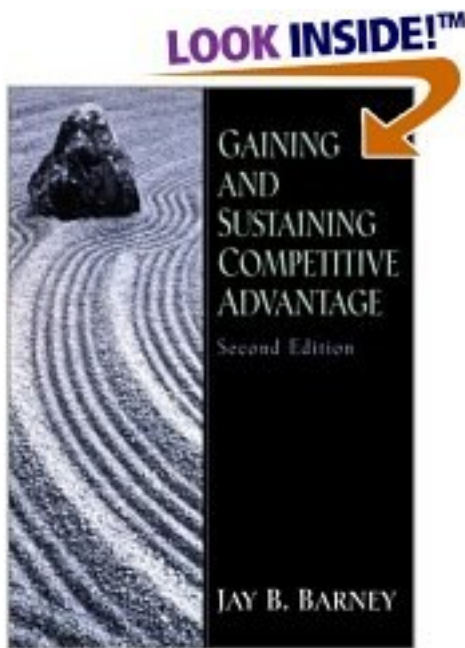


Gaining and Sustaining Competitive Advantage



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This book is designed to show readers how to put theory into practice. A full range of the most recent work in strategic management and related disciplines provides readers with recent research from the "Strategic Management Journal," the "Academy of Management Review," the "Academy of Management Journal," the "Academy of Management Executive," and the "Rand Journal of Economics." Updated discussion on international strategies equips readers with discussion of the challenges that are unique to pursuing corporate strategies in an international context. For professionals in the fields of strategic planning, marketing research or consulting.

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