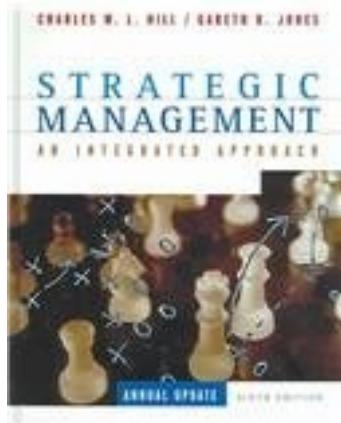


Strategic Management an Integrated Approach



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This leading strategy text integrates current research of developing trends with updated cases and increased coverage of technology. Highlights include new material on the link between performance and competitive advantage in Chapter 1; analyzing sources of competitive advantage and profitability in Chapter 3; and business strategy and game theory in Chapter 5. Plus, Chapter 6 covers how competition and strategy change as industries pass through different growth stages, and Chapter 9 addresses horizontal integration and strategic outsourcing. All chapter-opening and chapter-closing cases are new and the authors have either replaced or substantially revised all "Strategy in Action" boxes. This edition also contains a new ongoing case on Dell, introducing relevant aspects of the company's strategy and performance to reinforce the practical application of key concepts and also illustrate how successive chapter topics tie together. This edition features a total of 43 high-quality cases covering small, medium, and large companies (domestic and international). These companies include Napster, Nike, The Body Shop, Toyota, Treo/Handspring, The Video

Game Industry, SAP, Wal-Mart, Kmart, AOL Time Warner, and Viacom.

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