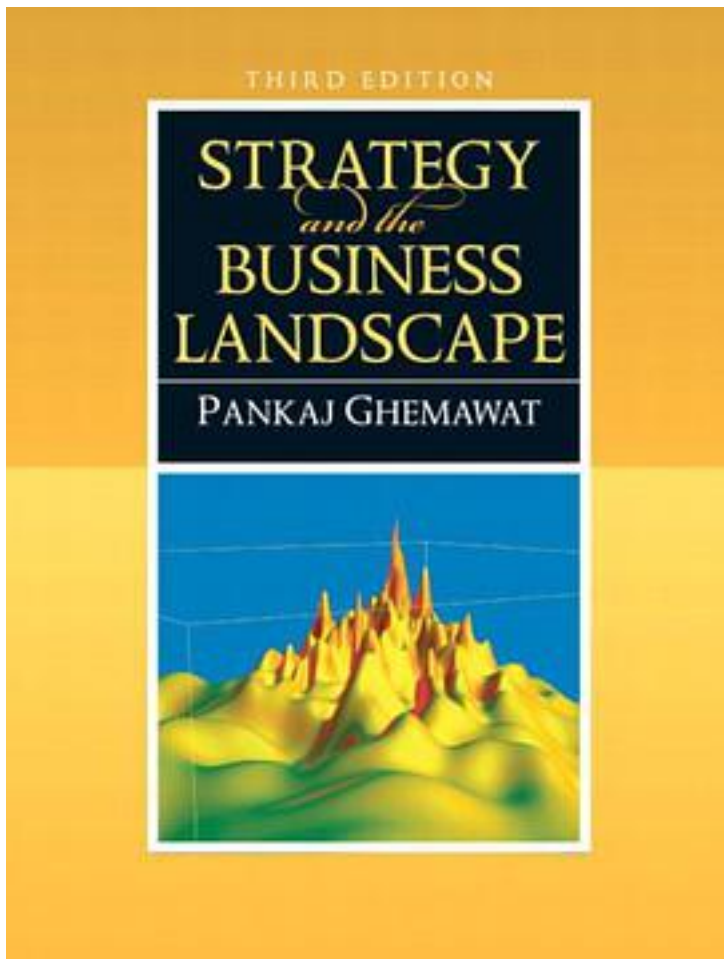


# Strategy and the Business Landscape (3rd Edition)



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KEY BENEFIT : Strategy and the Business Landscape is based on contemporary research in the field of strategy and adopts a value-focused, firm-centered perspective that promotes an analytical approach to strategy.

KEY TOPICS : Origins of strategy, mapping the business landscape, creating competitive advantage, anticipating competitive dynamics, sustaining superior performance, and choosing a corporate scope.

MARKET : This text is designed to help managers and business professionals master a body of analytical tools and develop an integrative point of view when making strategic choices.

作者介绍:

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