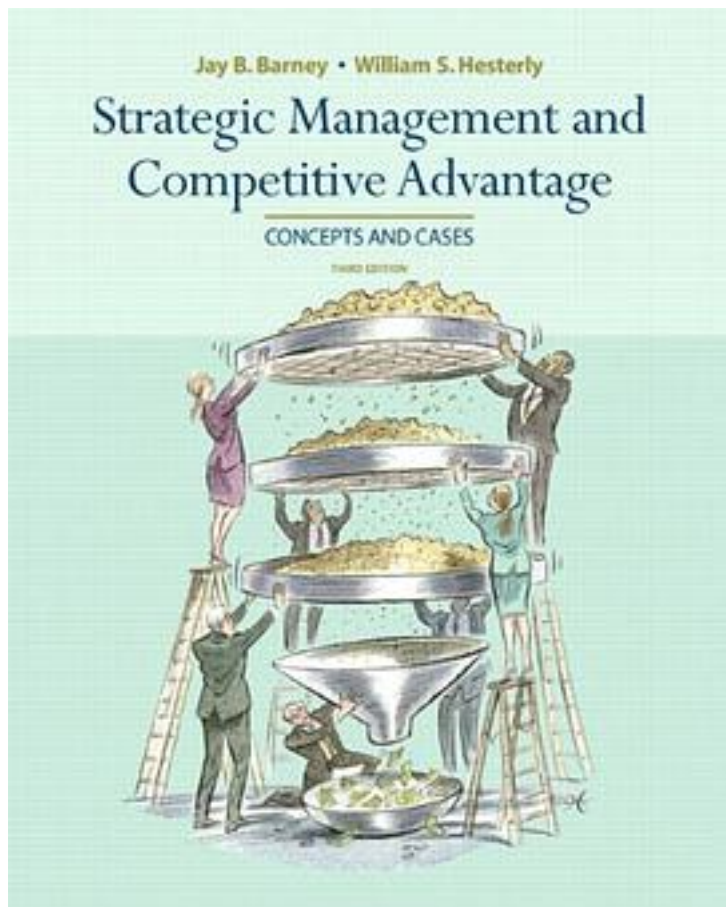


Strategic Management and Competitive Advantage (3rd Edition)



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Core strategic management concepts without the excess.

What Is Strategy and the Strategic Management Process?; Evaluating a Firm's External Environment; Evaluating a Firm's Internal Capabilities Chapter 4: Cost Leadership; Product Differentiation; Vertical Integration; Corporate Diversification; Organizing to Implement Corporate Diversification; Strategic Alliances; Mergers and Acquisitions; International Strategy

For readers interested in learning the fundamental concepts of strategic management, without having to skim through pages of irrelevant bulk.

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书评

这本书大致有四个方面的优势：1、简单易读。本书本身没有多少难度，但是也有效覆盖了所需要的知识，包括几个基本的模型，如VRIO、Five Force等等；2、讲解深入。其实管理学的很多东西并不难，或者说其实很容易，但是，如果有效运用就比较有挑战了。而本书的深入讲解也能化解这...

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