

Strategic Management



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Present the most thorough, up-to-date, and relevant collection of strategic management cases available in this market-leading, comprehensive case text. Developed by highly respected experts and award-winning instructors Hitt, Ireland and Hoskisson, STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CASES, 9E combines the latest cutting-edge research in strategic management with impeccable scholarship and a practical global focus. A selection of 30 all-new, compelling cases examines a broad range of critical strategic management issues confronting managers today in U.S. as well as global organizations. Many of these timely cases offer full financial data and all are supported by comprehensive Instructor's Case Notes to guide analyses. CengageNOW online teaching tools and a complete electronic business library help keep cases relevant and company data current. Count on this engaging, complete case book to provide the practical understanding today's readers need to apply strategic management tools and techniques to increase performance and strengthen an organization's competitive advantage.

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