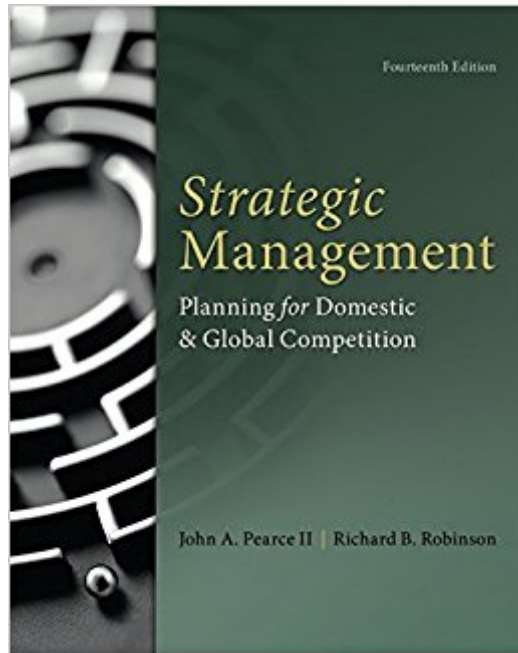




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Strategic Management (Irwin Management)



Synopsis

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout Strategic Management, 14e. The fourteenth edition of Strategic Management continues to increase the emphasis on planning for domestic and global competition in a global economy that is integral to strategic decision in even the smallest business or organisation on Main Street - in any town worldwide every day. It is specially designed to accommodate the needs of strategy students worldwide in our fast-changing twenty-first century.

Book Information

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Customer Reviews

The Endowed Chair in Strategic Management and entrepreneurship at Villanova University. In 2004, he was the Distinguished Visiting Professor at ITAM in Mexico City. Previously, Professor Pearce was the Eakin Endowed Chair in Strategic Management at George Mason University and a State of Virginia Eminent Scholar. He received the 1994 Fulbright U.S. Professional Award, which he served at INTAN in Malaysia. Dr. Pearce has taught at Penn State University, West Virginia University, the University of Malta as the Fulbright Senior Professor in international Management, and at the University of South Carolina where he was Director of Ph.D. Programs in Strategic Management. He received a Ph.D. degree in Business Administration and Strategic Management from the Pennsylvania State University. Richard Robinson (Columbia, SC) is a member of the faculty at the

University of South Carolina.

I'm now graduated, but when I used this book for my "capstone" class, I was a double major in accounting and finance and had already taken all my intro to advanced business classes. If you are new to the business world or new to management, perhaps this book will be useful to you as it includes many basic and rudimentary concepts that are widely used in the business world. However, if you are already an established professional or well-acquainted with business jargon, this book will be an endlessly dull and boring refresher for you. Take that as you will. I found this book less than helpful, and I'm not usually one to complain that textbooks are boring since I've done my fair share of reading and learning, but this book actually frustrated me at times with how dry and plain its analogies and examples were. The cases in the back of the book are the best part. Those are actually interesting to read about since they had real-world applications.

It was a textbook, very helpful and got me through my Strategic Management courses. The material could provide more details on up to date examples. Maybe during the next release/print.

Very wordy, saying pretty much the same thing over and over again. If they got to the point and said what they meant to say the book would be less than half as long. Mandatory reading for class, was not much fun.

Great information but the design of the books is dreary and boring. I fell asleep a lot this term while reading the required material in this book!

I couldn't find the publisher information. I often felt that I was missing something the other students were getting. Something was not right about this purchase, mainly because I couldn't find the page with the copyright info. All my family and friends looked for publishing information. It appeared that page was torn out.

It was fine. You get what you pay for. The info is not updated to current situations and companies. But the ideas and definitions are of course the same.

This textbook worked very well for class. There were no pages missing and it helped me to a good grade. I recommend this textbook to anyone taking this course, or just looking to learn more.

This book is well written. It supports my needs for the class. There are good case studies that enhance the material.

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