

Strategic Management and Competitive Advantage: Concepts and Cases. Jay B. Barney, William S. Hesterly

By Jay B. Barney



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For courses in strategy and strategic management. Core strategic management concepts without the excess. Just the essentials - Strategic Management and Competitive Advantage strips out excess by only presenting material that answers the question: does this concept help students analyze cases and real business situations? This carefully crafted approach provides students with all the tools necessary for strategic analysis. The third edition continues to be integrated around the highly successful VRIO framework while incorporating new opening cases and an entire chapter devoted to international management.



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