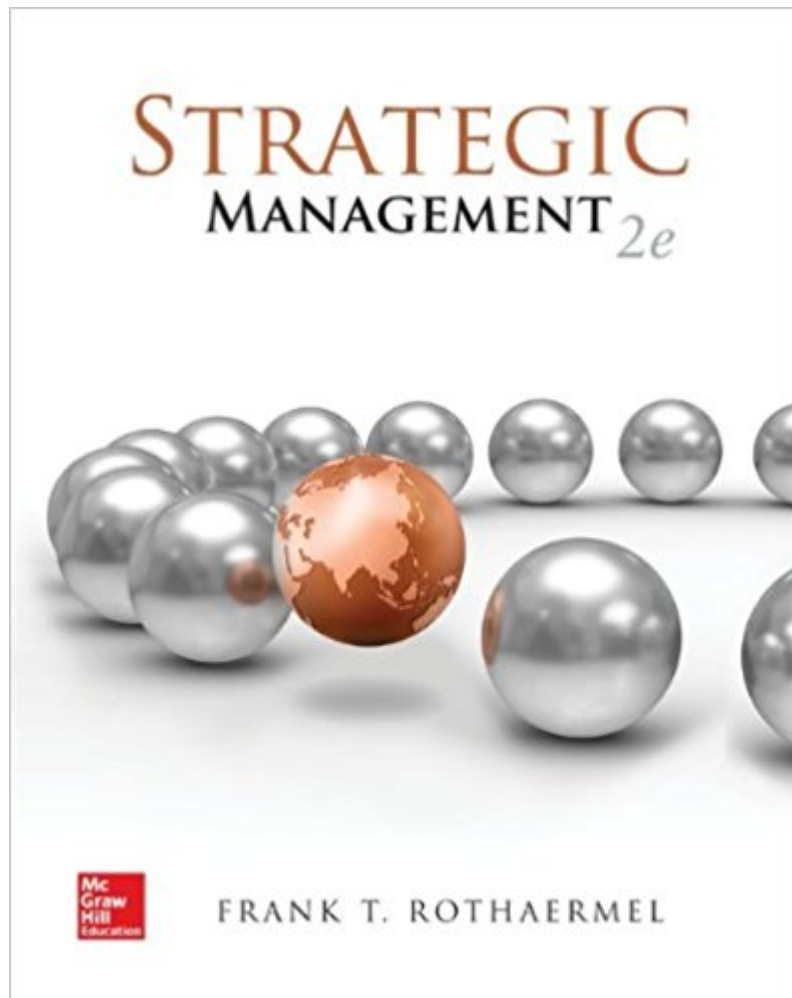




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# Strategic Management: Concepts



## Synopsis

Strategic Management: Concepts 2e by Frank T. Rothaermel combines quality and user-friendliness with rigor and relevance by synthesizing theory, empirical research, and practical applications in this new edition, which is designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. With a single, strong voice that weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights, to teach students how companies gain and sustain competitive advantage. OneBook...OneVoice...OneVision

## Book Information

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## Customer Reviews

Frank T. Rothaermel (Ph.D., University of Washington) is a professor of Strategic Management and in the Scheller College of Business at the Georgia Institute of Technology. BusinessWeek names Frank one of Georgia Tech's Prominent Faculty in their national survey of business schools. The Kauffman Foundation Views Frank as one of the world's 75 thought leaders in entrepreneurship and innovation. Frank is an Alfred P. Sloan Industry Studies Fellow, and also holds a National Science Foundation (NSF) CAREER award, which "is a Foundation-wide activity that offers the National Science Foundation's most prestigious awards in support of...those teacher-scholars who most effectively integrate research and education...(NSF CAREER Award description). Frank has a wide range of teaching experience, including at the Georgia Institute of Technology, Georgetown University, Politenico di Milano, St. Gallen University (Switzerland), and the University of

Washington. He received numerous teaching awards for excellence in the classroom. Frank's research interests lie in the areas of strategy, innovation, and entrepreneurship. To inform his research he has conducted extensive field work and executive training with leader corporations like Amgen, Daimler, Eli Lilly, GE Energy, GE Healthcare, Hyundai Heavy Industries (South Korea), Kimberly-Clark, Microsoft, McKesson, NCR, amount others. Frank regularly translates his research findings for wider audiences in articles in Forbes, MIT Sloan Management Review, Wall Street Journal, and elsewhere.

I took Dr. Rothaermel's class at Georgia Tech as an MBA student with no previous experience in strategy. One of the things I really liked about the course and this book is Dr. Rothaermel's focus on using up-to-date, real-world examples of corporate strategy in practice. This book covers all of the important strategy frameworks in depth (SWOT, PESTEL, 5 Forces, etc.); but unlike other books, it does this with engaging examples that provide ample fodder for classroom discussions. The text itself is well-organized and easy to read. Key terms are clearly defined and the chapter illustrations support the text. I have continued to use this book as a reference for projects in my other MBA classes.

I am using this textbook for my MBA level business policy/strategy class currently. I have to do a semester-long project on a company which includes a SWOT analysis, TOWS matrix, and strategy implementation. This book has been extremely helpful so far. What I really like about it is how it has really brushed me up on all of the concepts and they are all layed out pretty clearly. I would recommend this book for other business courses.

An absolutely great book about strategy. Timely, completely relevant information. I used this book for my MBA and I think it was one of the more useful textbooks I bought. I can see myself coming back to this extremely useful book for years to come. The author does such a great job of tying in current strategy issues with long standing strategic principles. Don't regret this purchase at all, you will enjoy the added knowledge.

A must-read

This is a wonderful textbook with very real-life cases (relevant ones). Global Management is a reality and this author is able to explain the nuances in a very clear manner, weaving in the

examples of companies (MNCs) that are part of our daily lives. I have enjoyed it as a textbook and the ability to navigate (search) for material is really great. I find the graphics and illustrations in general very useful as learning support. I must emphasize that it is shareable with two devices - so I have it on my iPad and on my desktop kindle app providing me the liberty to access the information pretty much everywhere. Being a business traveler this means a lot!

Since I passed the class, I'm going to go ahead and say that it did its job.

Good condition

First off, I will disclose that Management is not my major or my interest. I am an Accounting student. With that being said, I don't necessarily enjoy all of the "models" and fancy acronyms given to every style of management and decision making possible. This book contains a lot of them. If you like that, you may enjoy this text. I felt it was a high-level overview and you need a lot of background knowledge before reading this to understand everything (Marketing concepts, Accounting concepts, Operations concepts) I felt very bored with the text at times as it got carried away explaining how one small concept affected some Fortune 500 business. It felt like the authors were trying to bulk up the chapters and page numbers. I ended up annoyed wasting 15 minutes on a section with just a few sentences on the topic at hand scattered among paragraphs of stories.

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