

Contemporary Strategy Analysis Blackwell Publishing

Rapid technological advancements have the ability to positively or negatively impact corporate growth and success. Professional leaders and decision makers must consider such advancements when designing and implementing new policies in preparation for the sustainable future of the business environment. Developing Strategic Business Models and Competitive Advantage in the Digital Sector focuses on the application of preemptive planning in the media and entertainment industries to combat an increasingly uncertain future of innovation and competition. With research-based examples and analysis, this book is an essential reference source for academicians, researchers, and professionals interested in learning more about the impact of technology on industry success, including the changes and challenges created by the Internet and electronic media.

Basic Strategy in Context centres on real-world firms and managers by giving each chapter's cases a higher weighting in importance and explanation than is normal. Given this emphasis on real-world as opposed to theoretical treatment the book enables the solving of practical business problems like those below. This emphasis on reality is cemented by the book's treatment of diversity as being the norm highlighted through European business cases from different countries. Giving example answers and links from case to theory rams home further the expected usefulness of the book to students about to enter industry. Often theory and cases are treated as different and separated topics; we believe that our integrated didactic treatment is quite unique. Finally we use the basic theories of strategy and then show how these mainly simple concepts can be extended to solve tricky business problems anywhere in any industry. Here is a sample of specific practical problems to which this book can show solutions: Why are resources important and how are they leveraged? Using the case of a British failure (Railtrack) we show the fatal consequences of neglecting existing resources, and then in a completely different country and industry (Carlo Gavazzi Space in Italy) how resources can be utilised from outside the firm to achieve leverage. Given our emphasis on diversity we highlight successful change in a foreign and inflexible environment (Japan and Carlos Ghosn). But can change be planned? Sometimes events or luck sabotage the best intentions as shown in the Samsung case. The book differentiates itself from the competition in four ways: Cases form the highlight of the book. Taking European and some international cases as the starting point, the objective is to link themes or topics to a description of their effect on the firm. The linkage will occur at the relevant point in the case, not in a separate section or in another book. The author team has used several longitudinal cases spread over a 15-20 year period. The longitudinal cases are supported by some new, non-longitudinal cases selected from award winning cases associated with the LRP Journal and the Gate2Growth Academic Network. We feel such an emphasis on cases is a novel feature. The theory is explained using a range of modern didactic methods not usually found in competitive offerings. Examples include colour coded and highlighted links from the theory to the case, questions inside each theory section with model answers and unanswered questions to test the student's grasp of the concepts. The book features a mixture of cases from short specific to academically challenging ones. Too often, superficial cases are placed at the end of chapters in strategy theory books. They are picked to emphasize the topics of the preceding chapters. The result is spoon-feeding, with little need or motivation to provoke individual thought or learning. The cases in this book are comprehensive, approximately 20 pages in length, with ample quantitative and qualitative data, thus forcing a modicum of effort from the student. Shorter cases are also included for ease of understanding and instructor flexibility. Another differentiating feature is the emphasis on diversity hence the use of European as opposed to US based cases. "Thomson and Baden-Fuller have crafted a highly original and practical strategy textbook covering a wide range of strategic issues, debates, and frameworks. Their work contains a thorough overview of the strategy field, appealing cases of European firms such as Aburakebara and Your cup of tea, as well as insightful treatises on the Brent Spar ignominy and the weapon industry. The clever combination of mini-cases, theory, questions and full-fledged cases, and a clear overall structure ensure that students obtain a representative image of strategy as it plays out in the 21st century." —Paul W. L. Vlaar, Associate Professor, Vrije Universiteit Amsterdam, Faculty of Economics and Business Management

China's banking sector has witnessed significant inbound M&A traffic by developed market banks in recent years. At the same time, Chinese banks have risen to become some of the world's biggest banks. Along with these massive market values and financing capabilities have come global ambitions culminating in first outbound M&A moves. This study exploratively researches the relationship between developed market banks' inbound M&A into China and Chinese banks' outbound M&A. Based on a conceptual discussion, case studies and expert interviews an explanation model is developed outlining the drivers and barriers of Chinese banks' outbound M&A and the factors in the inbound-outbound relationship. This model enables developed market banks to analyse potential M&A reactions by incumbents. Finally, dynamic M&A market entry strategies are derived, which explicitly account for future incumbent outbound M&A moves.

A strategy text on value creation with case studies The ninth edition of Contemporary Strategy Analysis: Text and Cases focuses on the fundamentals of value creation with an emphasis on practicality. Topics in this edition include: platform-based competition and ecosystems of related industries; the role of strategy making processes; mergers, acquisitions and alliances; and strategy implementation. Within the twenty case studies, students will find leading companies that are familiar to them. This strategy analysis text is suitable for MBA and advanced undergraduate students.

Building an International Financial Services Firm

Text and Cases Edition

Strategic view of performance

European text and cases

Strategies for Development and Design

Third Scandinavian Conference on Information Systems, SCIS 2012, Sigtuna, Sweden, August 17–20, 2012, Proceedings

Provides a concise yet rigorous introduction to strategic management and its contemporary challenges, with multiple examples, case studies and references.

Featuring case studies from the industrial and tourism sectors, this book provides an interdisciplinary perspective on the effect of total quality management on business and innovation strategies. The principles of Total Quality Management (TQM) have been widely researched and analyzed as an essential tool for businesses to compete in a globalized economy. This book presents the latest research on the applications of TQM across different functions such as customer service, human resources management and cost control. It demonstrates how the utilization of TQM tools, such as the SERVQUAL model, Eco-Management and Audit Scheme (EMAS), High Involvement Practices (HIWP) and the EFQM excellence model, impacts a firm's performance, enhances productivity and innovation and reduces cost, thereby allowing them to compete more effectively in the global market. Building on the extensive literature on the relationship between TQM and business performance, the authors argue that quality acts as a powerful competitive tool that companies should embrace in their corporate strategy. By promoting activities that result in greater efficiency, improved control and management of the organization (internal quality), firms can achieve significant improvement in customer satisfaction, employee satisfaction, social impact and business results (external quality) and exceed expectations in these areas.

Can we imagine organisations to be like human bodies? Modern medicine has advanced since the study of blood, phlegm, yellow bile and black bile was assumed to explain how the body functions. Organisational science today is in a similar medieval position, with fragmented theories of structure, competitiveness and human resources, and no overall theory of organising. This book fills that gap by constructing a physiological theory of organising. During the middle of the twentieth century, the anthropologist Radcliffe-Brown asserted that there should be a single branch of science for the study of human society. He maintained that a natural science, in the form of the study of the physiology of societies, was not yet available to form a link between theory and applied science. This research-based book explores the feasibility of studying the physiology of organisations, and determines whether this sort of knowledge can offer an improved perspective on organisational functioning. If we think about organisations in the same way that we think about human bodies, then we will be able to treat them when they are ill, and ensure that they work at maximum efficiency.

Providing a novel approach to business policy and strategic management, this book focuses on the implementation of a firm's competitive strategy throughout all levels of the organization.

Proceedings of the 5th European Conference on Intellectual Capital

An Integrated Functional Perspective

How to Win Your Investors' Confidence

Strategy-specific Decision Making: A Guide for Executing Competitive Strategy

Synergy is the only justification for a firm's diversification. Discuss.

Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. Contemporary Strategy Analysis, 8th Edition, is suitable for both MBA and advanced undergraduate students. It has been adopted by leading business schools all across the world.

Contemporary Strategy Analysis Wiley-Blackwell

This book aspires to be a comprehensive summary of current biofuels issues and thereby contribute to the understanding of this important topic. Readers will find themes including biofuels development efforts, their implications for the food industry, current and future biofuels crops, the successful Brazilian ethanol program, insights of the first, second, third and fourth biofuel generations, advanced biorefinery production techniques, related waste treatment, emissions and environmental impacts, water consumption, produced allergens and toxins. Additionally, the biofuel policy discussion is expected to be continuing in the foreseeable future and the reading of the biofuels features dealt with in this book, are recommended for anyone interested in understanding this diverse and developing theme.

This book discusses topical issues in entrepreneurship organized around the various stages of venture creation, development and performance. It is arranged in several parts, dealing with the pre-start stage, followed by venture creation, financing ventures, venture development, and venture performance. Each part contains several chapters written by experts in the relevant field. The multi-disciplinary flavor of the book is complemented by its international evidence base, featuring results from a range of different countries. The book will help researchers and practitioners who want to pinpoint the key points emerging from the latest academic thinking.

ECIC 2013

Developing Strategic Business Models and Competitive Advantage in the Digital Sector

Innovative Strategy Making in Higher Education

Aligning Information Technology, Organization, and Strategy

The Life Cycle of Entrepreneurial Ventures

Basic Strategy in Context

This book provides the essentials to write a successful business plan. The represented methods and best practices have been approved over many years in practice with many management consulting engagements. The book is beautifully structured, it has a pragmatic emphasis and an autodidactic approach. The reader gets acquainted with the skills and competencies as well as tools, required for the planning and development of the business plan project.

Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. An interactive e-Book is included with every new copy of this text, including case and author clips, quizzes and glossary flashcards. Resources for instructors include an instructor's manual, case teaching notes, test bank, teaching slides, case video clips and extra cases.

Can good will be good business? Firms are increasingly called upon to address matters such as poverty and human rights violations. The demand for corporate social responsibility (CSR) is directed mainly at top management in multinational corporations who are reminded that, in addition to helping to make the world a better place, their actions will be social actions that will be lasting: customer loyalty and profits. But is it true that firms that engage in social action will be rewarded with a good name, competitive advantage, superior profits and corporate sustainability? What if it is true for some firms and not for others? This book addresses these and other questions by explaining the how and why of creating value and competitive advantage through corporate social action. It shows how and when firms can develop successful corporate social strategies that establish strong commitments to shareholders, employees and other stakeholders.

A new era of global banking and insurance is emerging, with leading banks eager to serve international markets. This book explores the issues that arise for banks in their strategic choices as they move into these new international markets. Building an International Financial Services Firm challenges conventional assumptions from the international management literature on topics such as the limits of globalization, the importance of cultural and institutional distance, the nature of economies of scale and scope, the existence of first mover advantages, the logic behind the global value chain configuration, the speed and timing of market entry, as well as organizational architecture. It focuses on fundamental strategic decisions such as when, where, and how to enter foreign markets and how to design the organizational architecture of the multinational financial services firm. Using simple theoretical frameworks illustrated by case examples, this book provides a thorough guide to the challenges of the international market for financial services firms, both for those working in the financial services industry, and researchers studying the area.

Action-Based Quality Management

Corporate Social Strategy

How Successful Firms Design and Execute Cross-Border Strategies

Contemporary Strategy Analysis Text Only

Cases in Contemporary Strategy Analysis

Brand-driven Innovation

Revised edition of the author's Contemporary strategy analysis, 2013.

Traditionally supply chain management has meant factories, assembly lines, warehouses, transportation vehicles, and time sheets. Modern supply chain management is a highly complex, multidimensional problem set with virtually endless number of variables for optimization. An Internet enabled supply chain may have just-in-time delivery, precise inventory visibility, and up-to-the-minute distribution-tracking capabilities. Technology advances have enabled supply chains to become strategic weapons that can help avoid disasters, lower costs, and make money. From internal enterprise processes to external business transactions with suppliers, transporters, channels and end-users marks the wide range of challenges researchers have to handle. The aim of this book is at revealing and illustrating this diversity in terms of scientific and theoretical fundamentals, prevailing concepts as well as current practical applications.

While significant insights have been gained, the field of factors underlying firm success is still highly fragmented, often oversimplifies the interrelation between success factors, and remains inherently static in its approach. Sebastian Raisch establishes three models to address these limitations and validates them in a field study of global media enterprises.

From the year 2002 in the subject Business economics – Business Management, Corporate Governance, grade: B. Royal Holloway, University of London (School of Management), course: Strategic Management, language: English, abstract: Synergy is commonly regarded as a justification for a firm's diversification. But, is it the only one? Or to continue that thought, is it a justification for a firm's diversification at all? My intention in this essay is to investigate the role of synergies in the decision-making process that leads to the diversification of a company. To find an answer to that problem, we will first have to take a look at what the terms "synergy" and "diversification" actually mean. After that, I will go on to discuss what possible other reasons there might be for a firm to diversify. To find out about their role in that process, it is necessary to first have a look on what synergies are and how they can be created. Obviously it is possible to create synergies by diversification. Sharon M. Oster writes: "The strategic management literature emphasizes the role of diversification in creating synergies. Two business units have synergies if their union allows for opportunities not available to either separately. "0 So, this definition of synergy says that new opportunities emerge from making use of shared resources. [...]

Business Environment Revised Edition

Cases to Accompany Contemporary Strategy Analysis, Sixth Edition

Effects on Firm Performance

Contemporary Strategy Analysis Set

Supply Chain

Demystifying simple success strategies

Grounded in the latest research and illustrated with lively current case examples, this text introduces MBA and advanced-level undergraduates to the fundamental concepts and principles of strategy. The pre-eminent strategy text in the field on both sides of the Atlantic has been significantly updated and revised in its latest edition. Introducing students, especially MBA candidates, to the core concepts and principles of strategy, the text combines a rigorous approach to business strategy analysis with lively examples of current practice. The new edition provides a fully updated analysis of competitive advantage at business and corporate level with: bull; thorough coverage of internet-based strategies bull; fresh examples of resource-based competitive advantage bull; improved online resources bull; additional case illustrations in every chapter bull; new self study questions. "Robert Grant's "Contemporary Strategy Analysis 6e" is one of those rare strategy textbooks that combine rigor with relevance, provide insights into the determinants of business success, highlight the key points with colorful case examples and does all that in a clear manner that communicates the excitement of the subject matter! It is a superb book and deserves to be the standard textbook at every top business school - just like it is at London Business School." Costas Markidakis, London Business School

This book explores the managerial roles and responsibilities with regard to safety. Applying key legal requirements to the workplace, it looks at how workplace facilities are managed and how materials and equipment are used, stored and maintained for optimum effectiveness. It not only aids organisations to achieve success, but to maintain it. Strategic planning: systems thinking in practice is a free course introducing core ideas of systems thinking in practice for managing and improving complex situations. The ideas correspond with three core activities of, firstly, understanding inter-relationships, secondly, engaging with multiple perspectives, and thirdly, reflecting on boundary judgements.

Stuck for ideas, inspiration or just want to work differently? Management Extra brings all the best management thinking together in one package. The books are practical and well structured to provide an in depth treatment of these management topics. Titles in the series: * Business Environment * Change Management * Development for High Performance * Effective Communications * Financial Management * Information and Knowledge Management * Leadership and Management in Organisations * Leading Teams * Making Sense of Data and Information * Managing Markets and Customers * Managing for Results * Managing Health, Safety and Working Environment * Managing Legal and Ethical Principles * Managing Yourself * Positive Working Relationships * Project Management * Quality and Operations Management * Reaching Your Goals Through Innovation * Recruitment and Selection * Reputation Management The series fuses key theories and concepts with applied activities to help managers examine how they work in practice. The books are created with individuals in mind. They are designed to help you improve your management skills. Management Extra can also be used in conjunction with management programmes of study aligned to standards. Each of the books has case studies, self assessments and activities all underpinned by knowledge and understanding of the frameworks and techniques required to improve performance. Management Extra provides managers and trainers with a handbook for action and development. "You found it! what a find! A practical resource packed with all the relevant theory and suggested activities to support your professional development. An essential resource to have at your fingertips, jump in and enjoy." --Russell Jeans, Learning and Development Manager, ntl "All the essential concepts are here, presented in an easily digestible format with lots of up to date case studies and references ð but, most importantly, with plenty of thought provoking activities and self-diagnostic exercises to make the learning personal and transferable." --Peter Manning, Head of Training & Development, News International Newspapers Ltd

CONTEMPORARY STRATEGIC MANAGEMENT, 6TH EDITION

Concepts, Techniques, Applications

Economic Effects of Biofuel Production

The Business Plan

Short Introduction to Strategic Management

Mastering the Outbound M&A Wave of Chinese Banks

Ferdinand Mahr develops an integrative theoretical model of IT complements such as organizational structure, human resource management, and corporate strategy. He conducts two empirical analyses of the complementarities between IT, organization, and strategy.

Used in conjunction with the best-selling text Contemporary Strategy Analysis, 4th edition, this collection of new cases represents a continuing commitment to examining current business in the context of real business situations. New, in-depth international cases, with a focus on today's technological advances. Can be used alongside the best-selling textbook Contemporary Strategy Analysis, 4th edition or as a stand-alone text due to its broad view. Cases include Madonna, The U.S airline industry, Wal-Mart, On-line broking strategies, Laura Ashley, Daimler, the Virgin Group, Eastman Kodak, Harley Davidson, The Royal Dutch/Shell Group, the Virgin Group and others.

The purpose of this book is to offer higher education leaders, scholars, consultants, and observers a full range of strategy tools that can be applied to the higher education industry. This is accomplished by a) introducing new concepts and tools to give a comprehensive view of strategy making in higher education, beyond strategic planning, b) demonstrating the value of the concepts and tools through description and application for different types of institutions (universities, community colleges, for-profit colleges, etc.) and at different levels within institutions (institutional, college, department, etc.), and c) providing guidance on the appropriate uses of the various tools. The last point is especially important, as applying business-like principles to higher education often receives heavy criticism. The book helps readers decipher the appropriate uses of different strategy tools to the higher education industry, but the book also points out dangers and weaknesses. All of this is done within today's

context of political, economic, demographic, and global realities. The 21st century has brought about many changes in the economic realm due to acceleration of globalization. The competitive landscape in numerous areas must always be reinvented to account for these changes, therefore making different marketing efforts a requirement for long-term success. The Handbook of Research on Effective Marketing in Contemporary Globalism provides readers with an understanding of the importance of marketing products and services across different cultures and languages in an era of high global competition. Intensified globalization, shifting demographics, and rapid innovations in technology and productivity solidify this publication's importance to scholar-practitioners, business executives, and undergraduate/graduate students.

Cross-Business Synergies

Contemporary Strategy Analysis 9e Text Only

Physiology of Organisations

A Typology of Cross-Business Synergies and a Mid-range Theory of Continuous Growth Synergy Realization

Cases to Accompany Contemporary Strategy Analysis

Contemporary Strategy Analysis

Branding can inspire innovation in products and services, creating value for organizations and consumers alike. This in turn can lead to a durable relationship between brands and customers. Brand-driven Innovation explores branding theory and its relation to innovation, in order to provide readers with a solid foundation of knowledge. The book employs a practical, four-step method that will help readers apply brand-driven innovation in their own academic or business context.

The cases in this book have been written specially to accompany the leading strategy text, Contemporary Strategy Analysis, Fifth Edition (Blackwell, 2005). The cases are designed to illuminate the utilization the key strategic management concepts and frameworks described in the textbook. They deal with prominent companies facing the challenge of competitive international markets. This edition of Cases to Accompany Contemporary Strategy Analysis, Fifth Edition features updated versions of previous cases, including: Madonna; Laura Ashley Holdings plc; the US airline industry; Ford and the world.

This book contains the refereed proceedings of the Third Scandinavian Conference on Information Systems (SCIS), held in Sigtuna, Sweden, in August 2012. The digitization of modern society's information and communication structures has fundamentally changed our everyday life, economy, business, and society. How can information systems research as an academic yet pragmatic discipline contribute to designing the interactive society? The Scandinavian IS tradition with its emphasis on engaged scholarship, action research, and socially embedded design has a lot to contribute to this discussion. The 10 papers accepted for presentation at the conference were selected from 33 submissions, and they are grouped into two main themes: the interactive society and design.

This best-selling strategy text has gained widespread recognition for its rigorous approach to business strategy analysis and is now available in a thoroughly revised and updated fifth edition. Introduces students to the fundamental concepts and principles of strategy. Gives students the tools they need to formulate and implement strategies. Now includes additional material on the strategic planning processes within companies. Reflects recent work in the areas of resources and capabilities, industry evolution, and global strategy and the multinational company. Includes revisions to the section on knowledge management to reflect the maturing of this field. Provides a more integrated view of corporate scope, and the organization and management of the multi-business firm. Reconsiders the shareholder value model, and has more coverage of values and corporate social responsibility. Additional support is available at www.blackwellpublishing.com/grant. The website features a Guide for Instructors, downloadable PowerPoint slides, and a selection of new cases to help lecturers plan their courses and make teaching even easier.

A Guide for Executing Competitive Strategy

Strategy and Tools for Continuous Improvement

Stakeholder Engagement and Competitive Advantage

Applying MBA Knowledge and Skills to Healthcare

Handbook of Research on Competitive Strategy

Business Environment

The Handbook of Research on Competitive Strategy presents a comprehensive state-of-the-art picture of current strategic management issues and demarcates the major investigation strands that are likely to shape the field into the future. The Handbook is the outcome of a far-reaching endeavour including new contributions from highly-reputed experts around the world, outlining the conceptual and empirical advancements and assessing the promises and practical relevance of the competitive strategy field. Looking at key areas such as alliances and innovation, ownership and networks, cooption and entrepreneurship, multinational and trust management, and firm's financial structures and business models, the book sets a research agenda for the future of competitive strategy research. Gathering various solid branches of investigation that revolve around specific theories and applications (such as the socio-cognitive perspective, the strategy-as-practice view, and the most recent developments in competitive dynamics and the resource-based perspective of the firm), this inspiring and thought-provoking Handbook will provide executives, entrepreneurs, students and scholars in management with many insights into the nature and process of competitive strategy emergence, configuration and development.

Sebastian Knoll suggests that the successful realization of growth synergies is associated with a selective focus on specific growth opportunities, decentralized cross-business collaboration that motivates productive business unit self-interest, and a corporate management approach that guides and balances this self-interest in an evolutionary fashion.

Clinicians increasingly need a firm grasp of the fundamental principles of business management, finance and related subjects. Even so, business disciplines are still rarely taught during medical training, while busy practices and complicated accounting tasks mean that gaining business acumen 'on the job' is impractical for many. As a result, increasing numbers of clinicians learn the skills they need by taking an MBA (Masters in Business Administration). While an MBA may be the answer for some, the formidable costs and time commitment it demands leave many busy practitioners seeking more accessible options. This book provides a readable, tightly organised alternative - a primer on MBA principles and their practical application. Twelve compact, carefully structured modules cover the entire gamut of a business education, from basic finance and accounting principles, to strategic management methods and leadership theories. Unlike some similar texts, this book is designed to be light in tone, easy to read and digest, and thoroughly practical. Busy clinicians, academic surgeons, administrative physicians and other healthcare professionals will find this an invaluable resource in understanding the core principles of business management, and in learning how to apply them. For busy clinicians, the value proposition is enormous in terms of the knowledge gained, versus the amount of reading required to capture what the authors have so capably managed to distill between the covers. The authors have done a remarkable task in capturing the latest concepts and thinking in the business management arena [and] the essence of an entire MBA education, and customise it for healthcare professionals. A delight!

From the Foreword by B Sonny Bal

Market_Desc: MBA and upper-level undergraduate students of strategic management, corporate strategy, international business or entrepreneurship. Special Features: * A significantly updated new edition of one of the world's leading strategy textbooks- Now includes thorough coverage of internet-based strategies, fresh examples of resource-based competitive advantage, additional case illustrations in every chapter, and new self-study questions - Features a new two-colour design throughout with high-spec artwork - Introduces students to the core concepts and principles of strategy, and offers them the tools they need to formulate and implement these - Combines Grant's renowned rigorous approach to business strategy analysis with lively examples of current practice - Supported by a range of online resources, including a guide for instructors and downloadable PowerPoint slides for students, available at www.blackwellpublishing.com/grant About The Book: The pre-eminent strategy text in the field on both sides of the Atlantic has been significantly updated and revised in its latest edition. Introducing students, especially MBA candidates, to the core concepts and principles of strategy, the text combines a rigorous approach to business strategy analysis with lively examples of current practice. The new edition provides a fully updated analysis of competitive advantage at business and corporate level with: " Thorough coverage of internet-based strategies " Fresh examples of resource-based competitive advantage " Improved online resources " Additional case illustrations in every chapter " New self study questions. Additional support for lecturers is available at www.blackwellpublishing.com/grant. The website features the Instructor's Manual, downloadable PowerPoint slides and a selection of new cases to help lecturers plan their courses and make teaching even easier.

Dynamic Strategic Analysis

Handbook of Research on Effective Marketing in Contemporary Globalism

Nordic Contributions in IS Research

The Dynamics of M&A Strategy

Construction Innovation and Process Improvement

This book sets out the innovative practices that have been introduced from other industries and shows how the construction industry has learnt from these.