**DESCRIPTION**

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 several topics have increased emphasis including: platform-based competition and 'ecosystems' of related industries; the role of strategy making processes/practices; mergers, acquisitions and alliances; and additional emphasis on strategy implementation. Cases are completely updated to include companies which are prominent in the business press and well known to students (eg Amazon, Tesla, Tough Mudder, Tata Group, Samsung).

*Contemporary Strategy Analysis: Text and Cases, 9th Edition* combines the text with an updated collection of 20 case studies. It is suitable for both MBA and advanced undergraduate students.

**ABOUT THE AUTHOR**

Robert M. Grant is the Eni Professor of Strategic Management at Bocconi University in Milan, and a Visiting Professor at Georgetown University and City University, London. His previous faculty positions included London Business School, California
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