Now in its tenth edition, Contemporary Strategy Analysis continues its tradition of accessibility, practicality, and real-world relevance to graduate and undergraduate students around the world. Focusing on strategic analysis, value creation, and implementation, this book provides a rigorous grounding in essential principles while offering up-to-date perspectives based on practices used at leading companies across industries and borders. Comprehensive coverage merges theory and application through new and updated cases, and the discussion surrounding business policy, business strategy, and the business environment links concept to context for a holistic understanding of the mechanisms at work.

To keep pace with the field’s constant evolution, this new edition has been revised to reflect the current business landscape with expanded coverage of critical topics including disruption, innovation, technology, and other factors impacting strategic planning and implementation. Global perspectives throughout highlight the dynamic nature of strategic management in the face of borderless business, equipping students with the well-rounded knowledge base the future of business demands.
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• New cases on the Lithium-ion Battery Industry, Zara, Manchester City, Restructuring General Electric, and Disney's Acquisition of 21st Century Fox
• Other cases updated, including: Tough Mudder, Starbucks, Kering, Walmart, Tesla, Video Games, Haier, and Alphabet
• Revised and extended Test Bank including both true/false and multiple choice questions

FEATURES

• Provides in-depth coverage of core principles of strategy, fully supported by online supplemental resources
• Integrates real-world examples that demonstrate current practices
• Facilitates student comprehension with accessible language and logical organization
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