



## Strategic Management: Concepts and Cases, 3rd Edition

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### DESCRIPTION

**Strategic Management** delivers an insightful, clear, concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world. Written in a conversational Harvard Business Review style, this product sparks ideas, fuels creative thinking and discussion, while engaging students via contemporary examples, innovative whiteboard animations for each chapter, outstanding author-produced cases, unique Strategy Tool Applications with accompanying animations and Career Readiness applications through author videos.

### NEW TO EDITION

- New cases are continuously written by the authors and added to this product each year.
- New, shortened, and updated “classic” cases involving familiar companies such as Huawei, Hey Google here comes Alexa, Vivint Smart Home, ESPN, CVS, Cola Wars, Tabitha Way and others.
- Thorough updating of chapter content.

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## FEATURES

- **A Sharper Focus:** The text focuses on answering just four critical questions: “Where should we compete?”; “Why do we win?”; “How do we win?”; and “How will we win over time, or sustain our competitive advantage?” In addition, several course sections now include content detailing new thinking about issues such as industry, resources, and strategy implementation.
- **Outstanding Cases:** A mix of contemporary and classic cases, all author produced (including the case notes), provide professors and students with a wealth of high-quality cases. Cases include Facebook and the 2016 Presidential Election, Vivant Smart Home, ESPN, CVS Pharmacy, Tesla, Valient Pharmaceuticals, Walmart, Coke, Pepsi, Intel, Southwest and Nike among others. The Dyer case library continues to grow and each year one or two new cases are added to keep strategy teaching fresh and current.
- **Contemporary Real-World Examples and Strategy Tools:** Rich stories and cases contributed by industry professionals enable students to experience the complexities of the real world. Organizations featured range from large, well-known brands to small, entrepreneurial startups. Each is chosen to illustrate concepts in differing environments. The strategy tools give students access to real world tools that companies use to conduct strategies analysis (i.e.net promoter score).

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