



Strategic Management with PowerWeb and Business Week Card

John Pearce, Richard Robinson

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Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout this 11-chapter book. Pearce and Robinson's Strategic Management, retains its high level of academic credibility and its market-leading emphasis on Strategic Practice. It continues to have strong support from longtime adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical, systematic approach. The 8th edition will continue its strategic alliance with Business Week, which will be seen in cases, illustration capsules, and woven into the text. The text and cases will include numerous Business Week short cases and a wide assortment of traditional, longer strategic management cases. Pearce and Robinson will continue to use a unique pedagogical model created by the authors to provide logic and structure to its treatment of strategic management which in turn makes the material more easily organized by the instructor and learned by the student.

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