

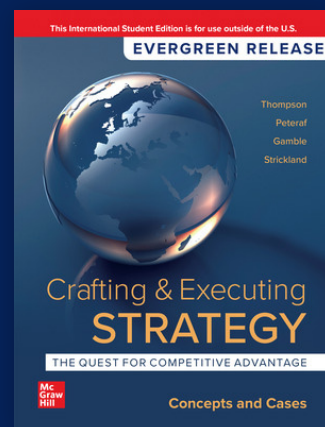


Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases

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2024 Release



Overview

Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts & Cases 2024 Release has along-standing reputation of being the most teachable text. It is regarded as the benchmark by which all others are measured. It is engaging, clearly articulated and conceptually balanced mainstream treatment of the latest developments in theory and practice include the clearest presentation of the value-price-cost framework. Our co-author, Margaret Peteraf, a highly regarded researcher, helped integrate both the resource-based view of the firm from the perspective of both single-business and multi-business strategies. Chapter content is tightly linked to the 27 high-interest cases, most of which are written by the text authors, and receive high acclaim for student appeal, teachability and suitability.

What You Need to Know

Scholarship

Margaret Peteraf was recognized as a co-recipient of the first Academy of Management's STR Distinguished Scholarship Award, characterized as the "Nobel Prize" of Strategic Management, for her work on the resource-based view of the firm.

Integrated Coverage of Positioning & Resource-Based Theory

Highlights the relationship between a firm's resources and capability to the activities it conducts along its value chain, they show how these two perspectives relate to one another.

Chapter on Ethics, Social Responsibility, Sustainability and Strategy

Helps demonstrate business ethics is visibly and thoroughly embedded in the curriculum.



Writing Style

Readable and Balanced



Course Level

Strategic Management



Duration of Course

1 Semester

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4. Evaluating a Company's Resources, Capabilities, and Competitiveness

Section C: Crafting a Strategy

5. The Five Generic Competitive Strategies
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Section D: Executing the Strategy

10. Building an Organization Capable of Good Strategy Execution
11. Managing Internal Operations
12. Corporate Culture and Leadership

Part 2: Cases in Crafting and Executing Strategy

1. SpaceX: Its Vision, Business Model, and Achievements in Space Exploration
2. Airbnb in 2023
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6. Netflix's 2023 Strategy for Battling Rivals in the Global Market for Streamed Video Subscribers
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This Title has Gone Evergreen

This title is transitioning to an Evergreen delivery model. This means you will have the most relevant and up-to-date content, tools, and accessibility delivered directly to your existing McGraw Hill Connect® course, all without switching editions or building a new course from scratch. If you use the McGraw Hill eBook, your content will be updated automatically. Please talk to your representative about your options if you require a print component. A complete list of Release Notes for this title is available within your Connect course at connect.mheducation.com

Big Changes in this Release

New Current Content on...

- DEI programs that ensure all workplaces are attractive to all groups and perspectives.
- The radical transformation of business in the past decade
- The six components of the macro-environment
- The concept of a company value chain and improving internally-performed value chain analysis
- Why M&As fail to produce anticipated results
- Nearsourcing and the business ecosystem
- Multinational enterprises
- ESG and corporate sustainability
- Unhealthy cultures that impede good strategy execution

New Illustration Capsules on...

Amazon; IKEA; Macroenvironmental Changes Resulting from the Covid-19 Pandemic; Ethical Violations at Cryptocurrency Exchange FTX; Diversity and Inclusion at the Top Levels of Management

Tight linkage between the 27 updated high-interest cases and Connect®

Includes automatic grading of all chapter quizzes, learning assurance exercises, several of the 27 cases, and open-ended and auto-graded exercises for simulation users.

Optional Competitive Strategy Simulations - The Business Strategy Game & GLO-BUS

Empowers students to design a strategy aimed at winning a competitive advantage for their company in head-to-head competition against companies run by their classmates.