

Librería
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desde 1950



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Thompson Story: Thompson 16e is a CASE REVISION ONLY! The Concepts portion remained identical from 15e to 16e, with the exception of minor design modifications including some color palette changes!

Known for its cases and teaching notes, the 16th edition provides 31 cases of which 28 are newly-written, diverse, timely, and thoughtfully-crafted cases. The 3 cases that were carried over are timeless classics that teach so exceptionally well that including them again made perfect sense: Robin Hood case, Dilemma at Devil's Den and Smithfield Foods.

The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management.

Focus on Strategy, Ethics, and Social Responsibility Revitalized by the authors from the 15th still better fulfills the important functions of alerting students to the role and importance of incorporating business ethics and social responsibility into decision-making chapters 1, 2, 11, and 13, thus providing professors and students alike with a very meaty and comprehensive treatment of business ethics and socially responsible behavior as it applies to crafting and executing company strategies.

Up-to-date coverage of the continuing march of industries and companies to wider globalization, the growing scope and strategic importance of collaborative alliances, the spread of high-velocity change to more industries and company environments, and how online technology is driving fundamental changes in both strategy and internal operations in companies across the world.

Extensive End-of-Chapter Exercises In response to market feedback, more chapter-end exercises have been included once again, and exercises are still more varied in format (rather than just internet searches), more detailed, and more closely aligned with chapter content.

Unparalleled resource package The comprehensive package of support materials is a breeze to use, highly effective, and flexible enough to fit most any course design.

Core Concepts Margin notes highlighting basic concepts, strategic management principles, and kernels of wisdom help students by reinforcing key points in the text.

Extensive use of examples and Illustration Capsules, which accurately portray today's business

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world and link theory to practice.