

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:**

**Autor:**

**Precio:** \$1360.00

**Editorial:**

**Año:** 2008

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9781439035603

Presents the complexities of strategic management. This book integrates research on topics including corporate performance, governance, strategic leadership, technology, and business ethics through both theory and cases. It emphasises on the concept of the business model as a way of framing the issues of competitive advantage.

This leading strategy text presents the complexities of strategic management through up-to-date scholarship and hands-on applications. Highly respected authors Gareth Jones and Charles Hill integrate cutting-edge research on topics including corporate performance, governance, strategic leadership, technology, and business ethics through both theory and cases. Based on real-world practices and current thinking in the field, the Eighth Edition of Strategic Management features an increased emphasis on the concept of the business model as a way of framing the issues of competitive advantage. The high-quality case study program has been expanded to 32 cases covering small, medium, and large companies of varying backgrounds. All cases are available in the main student text, the core case text, and now in a customizable casebook that instructors can create via the HMXChange Case Database.