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Crafting and Executing Strategy presents the latest research findings from the literature and cutting-edge strategic practices of companies. The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management.

About the Author

A.J. (Lonnie) Strickland received a BS in Math and Physics from the University of Georgia, an MS in Industrial Management from Georgia Institute of Technology, and a PhD from Georgia State university. He currently holds the rank of Professor of Strategic Management in the Graduate School of Business at the University of Alabama. He has done extensive consulting and research work. In recent years, he was honored with the Outstanding Professor Award for the Graduate School of Business, and was the recipient of the Outstanding Commitment to Teaching Award for the University of Alabama.