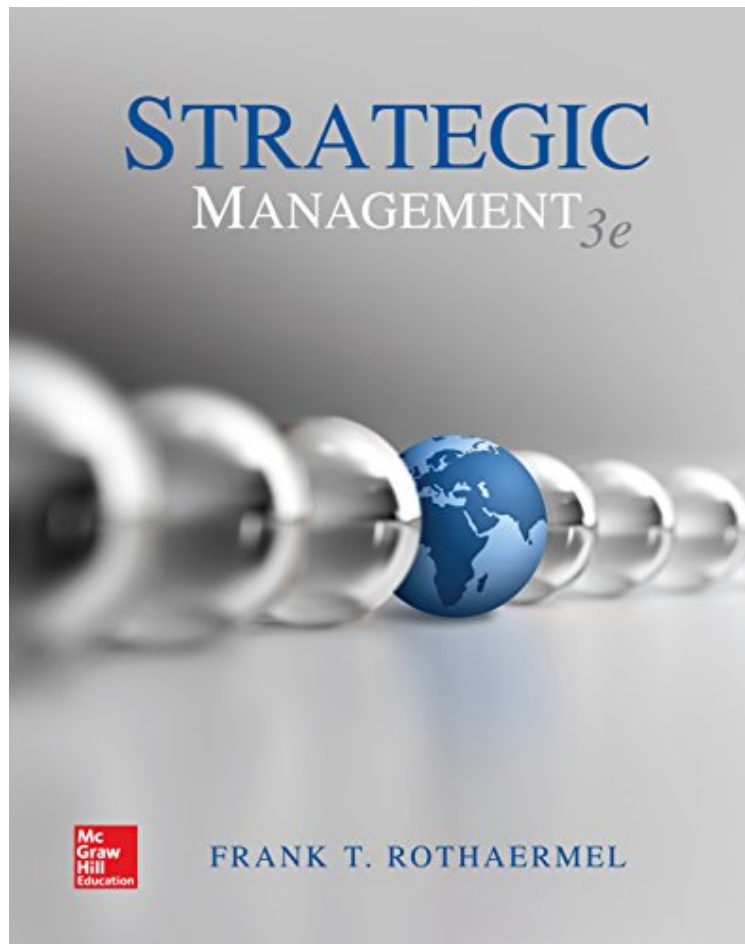


(Free read ebook) Strategic Management: Concepts (Irwin Management)

Strategic Management: Concepts (Irwin Management)

Frank Rothaermel

*ebooks | Download PDF | *ePub | DOC | audiobook*



 Download

 Read Online

#230341 in eBooks 2016-01-15 2016-01-15 File Name: B01BXQZ5FY | File size: 68.Mb

Frank Rothaermel : Strategic Management: Concepts (Irwin Management) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Management: Concepts (Irwin Management):

3 of 3 people found the following review helpful. Theory + Practice In One BookBy Austin P. GuentherI took Dr. Rothaermel's class at Georgia Tech as an MBA student with no previous experience in strategy. One of the things I really liked about the course and this book is Dr. Rothaermel's focus on using up-to-date, real-world examples of corporate strategy in practice. This book covers all of the important strategy frameworks in depth (SWOT, PESTEL, 5 Forces, etc.); but unlike other books, it does this with engaging examples that provide ample fodder for classroom discussions. The text itself is well-organized and easy to read. Key terms are clearly defined and the chapter illustrations support the text. I have continued to use this book as a reference for projects in my other MBA classes.2 of 2 people found the following review helpful. Great to brush up on conceptsBy Erika LangfordI am using this textbook for my MBA level business policy/strategy class currently. I have to do a semester-long project on a company which includes a SWOT analysis, TOWS matrix, and strategy implementation. This book has been extremely helpful so far. What I really like about it is how it has really brushed me up on all of the concepts and they

are all laid out pretty clearly. I would recommend this book for other business courses. 1 of 1 people found the following review helpful. An absolutely great book about strategy By Robert Kirk An absolutely great book about strategy. Timely, completely relevant information. I used this book for my MBA and I think it was one of the more useful textbooks I bought. I can see myself coming back to this extremely useful book for years to come. The author does such a great job of tying in current strategy issues with long standing strategic principles. Don't regret this purchase at all, you will enjoy the added knowledge.

Strategic Management: Concepts 3e by Frank T. Rothaermel combines quality and user-friendliness with rigor and relevance by synthesizing theory empirical research and practical applications in this new edition which is designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. With a single strong voice that weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights to teach students how companies gain and sustain competitive advantage. OneBook...OneVoice...OneVision

About the Author Frank T. Rothaermel (Ph.D., University of Washington) is a professor of Strategic Management and in the Scheller College of Business at the Georgia Institute of Technology. BusinessWeek names Frank one of Georgia Tech's Prominent Faculty in their national survey of business schools. The Kauffman Foundation Views Frank as one of the world's 75 thought leaders in entrepreneurship and innovation. Frank is an Alfred P. Sloan Industry Studies Fellow, and also holds a National Science Foundation (NSF) CAREER award, which "is a Foundation-wide activity that offers the National Science Foundation's most prestigious awards in support of...those teacher-scholars who most effectively integrate research and education...(NSF CAREER Award description). Frank has a wide range of teaching experience, including at the Georgia Institute of Technology, Georgetown University, Politenico di Milano, St. Gallen University (Switzerland), and the University of Washington. He received numerous teaching awards for excellence in the classroom. Frank's research interests lie in the areas of strategy, innovation, and entrepreneurship. To inform his research he has conducted extensive field work and executive training with leader corporations like Amgen, Daimler, Eli Lilly, GE Energy, GE Healthcare, Hyundai Heavy Industries (South Korea), Kimberly-Clark, Microsoft, McKesson, NCR, amount others. Frank regularly translates his research findings for wider audiences in articles in Forbes, MIT Sloan Management , Wall Street Journal, and elsewhere.