

Contemporary Strategy Analysis: Text and Cases

By Robert M. Grant

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Contemporary Strategy Analysis: Text and Cases By Robert M. Grant

Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text.

In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations.

Contemporary Strategy Analysis, Text and Cases 8th Edition combines the text with an updated collection of 20 case studies. It is suitable for both MBA and advanced undergraduate students.

Additional teaching resources are also available for instructors, including an instructor's manual, case teaching notes, test bank, teaching slides, case video clips and extra cases. All of these resources can be accessed via the companion website: **www.contemporarystrategyanalysis.com**

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Editorial Review

From the Back Cover

"In the strategic management textbook jungle, Contemporary Strategy Analysis stands up by its clarity and completeness. Its fluid style and vivid case examples will help students at all levels to easily grasp even the most complex issues."
—Olivier Furrer, Nijmegen School of Management, The Netherlands

"I read a few strategy books but put them all down after I bought this one. This is a clearly written, well-crafted book that eloquently combines theory with real-world examples in an easy-to-understand and compelling way."
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Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality. In this eighth edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. The latest edition also incorporates some of the key strategic challenges of today including: post-financial crisis adjustment; the continuing rise of China, India, and Brazil; and the increased emphasis on ethics and sustainability. Additional coverage is provided on strategy adopted by not-for-profit organizations.

This text and cases combined volume includes over twenty full-length cases all written by Robert Grant, enabling students to apply concepts and techniques of strategy analysis to real-life situations. The cases, which have been completely updated, include several entirely new to this edition.

Contemporary Strategy Analysis, Eighth Edition, is suitable for both MBA and advanced undergraduate students. The textbook has been adopted by leading business schools all across the world.

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About the Author
Robert M. Grant is the Eni Professor of Strategic Management at Bocconi University in Milan, and a Visiting Professor at Georgetown University and City University, London.

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