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The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases William Ellet. 4.3 out of 5 stars 119. Paperback. ... Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases (Crafting & Executing Strategy: Text and Readings) Arthur Thompson.

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practice strategic analysis and to gain some experience in the tasks of crafting and implementing strategy. A case sets forth, in a factual manner, the events and organizational circumstances surrounding a particular managerial situation. It puts readers at the scene of the action and familiarizes them with all the relevant circumstances. A

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Test Bank Crafting and Executing Strategy Concepts and ...

Thompson?Strickland?Gamble † Crafting and Executing Strategy: Concepts and Cases, 16th Edition I. Concepts and Techniques for Crafting and Executing Strategy 1 Introduction 1 1. What Is Strategy and Why Is It Important? 2 2. The Managerial Process of Crafting and Executing Strategy 18 3. Evaluating a Company's External Environment 48 4.

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Crafting and Executing Strategy The Quest for Competitive ...

There are five interrelated and integrated phases in the managerial process of crafting and executing a company's strategy. The first phase is developing a strategic vision of what direction the company needs to be going and what its future product, customer, market, technology focus should be towards.

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Presenting the most recent developments in research and strategy, this text applies these theories and illustrates their implementation in business cases.

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Thompson, Strickland and Gambles', CRAFTING AND EXECUTING STRATEGY, 17e presents the latest research findings from the literature and cutting-edge strategic practices of companies have been incorporated to keep step with both theory and practice. The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management. An attractive collection of 20 readings that amplify important topics in managing a company's strategy-making, strategy-executing process is included in this Text and Readings version to provide students with a taste of the literature of strategic management before tackling cases or simulation projects.

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