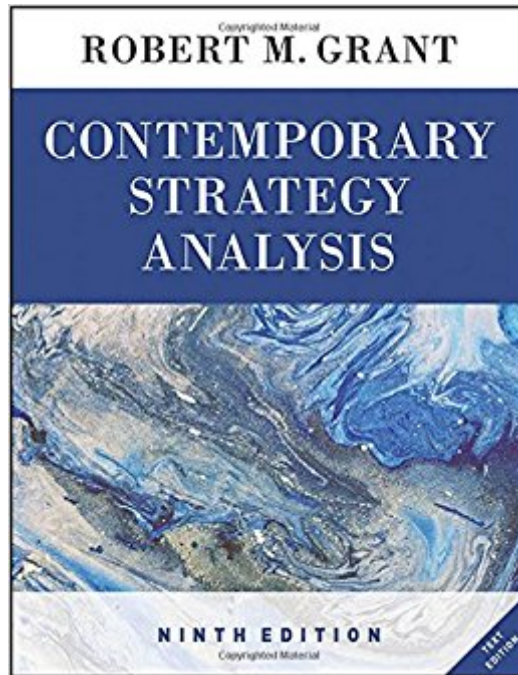


The book was found

Contemporary Strategy Analysis Text Only



Synopsis

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 several topics have increased emphasis including: platform-based competition and 'ecosystems' of related industries; the role of strategy making processes/practices; mergers, acquisitions and alliances; and additional emphasis on strategy implementation.

Book Information

Paperback: 480 pages

Publisher: Wiley; 9 edition (January 5, 2016)

Language: English

ISBN-10: 1119120837

ISBN-13: 978-1119120834

Product Dimensions: 7.1 x 0.7 x 9.6 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 78 customer reviews

Best Sellers Rank: #21,083 in Books (See Top 100 in Books) #96 in Books > Business & Money > Processes & Infrastructure > Strategic Planning #112 in Books > Business & Money > Management & Leadership > Systems & Planning #126 in Books > Business & Money > Skills > Decision Making

Customer Reviews

One of the world's best strategy textbooks. Grant is able to blend the latest strategy research with a plethora of practical examples and learning opportunities. I thoroughly recommend. Dr Andrew Wild, Nottingham University Business School, UK Whereas most strategic management textbooks are growing bigger and bigger and are becoming more and more difficult to read, Robert Grant's Contemporary Strategy Analysis strikes by its clarity and readability; always to the point, with enough examples to really understand the concepts and tools, and enough references to dig deeper when necessary. A great book. Olivier Furrer, University of Fribourg, Switzerland Contemporary Strategy Analysis, 9th edition, is the latest installment of Robert M. Grant's widely adopted and internationally acclaimed book on strategy analysis in a business context. An ideal study companion for MBA and advanced undergraduate courses, Grant employs his vibrant and accessible writing style to introduce the core concepts and principles of strategy analysis, whilst combining a rigorous approach to business strategy with highly

relevant illustrations of current practice. The rich collection of contemporary examples which run throughout the book present an in-depth focus on strategy implementation, particularly the pressures on companies to reconcile scale economies with entrepreneurial flexibility, innovation with cost-efficiency and globalization with local responsiveness. The 9th edition is fully revised and updated to include greater emphasis on strategy implementation, platform-based competition and industry ecosystems, the role of strategy-making processes and practices, and mergers, acquisitions and alliances. Contemporary Strategy Analysis comes equipped with a strong package of additional teaching materials, including author videos, PowerPoint slides, instructor's manual, testbank and case teaching notes, all of which can be found at www.wiley.com/college/grant. 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. His previous faculty positions included London Business School, California Polytechnic, University of British Columbia, and University of St Andrews. His business experience ranges from manufacturing tires (Firestone) and meat pies (Kraft Foods) to strategy consulting with companies such as Eni and American Express.

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. His previous faculty positions included London Business School, California Polytechnic, University of British Columbia, and University of St Andrews. His business experience ranges from manufacturing tires (Firestone) and meat pies (Kraft Foods) to strategy consulting with companies such as Eni and American Express.

Book is good but hold off buying this version!!!!!! Notice: The interactive e-book is not available. That's right, a complete rip off. The student complement page is a joke as well. not professional for this level of text. I'm sure Mr. Grant had not endorsed such deplorable strategy. Save your money and buy used if your class requires this edition.

My book expired prior to the time identified when I purchased and I was unable to extend or purchase this textbook when I had two weeks left for the class. I had to re-purchase an 80 dollar book for 2 weeks to finish the remainder of my class. I will not be purchasing another textbook from or any books from Kindle. When I spoke to customer service they did not offer an solutions and they told me my only option is to re-purchase the text. Very disappointed!

This is an excellent text. There are some errors, I suspect because it is the first printing of this edition. The author explains concepts that students confuse (like Key Success Factors) very well and puts Michael Porter's 5 Forces Model in context. Something few other textbooks bother to do so students tend to use it incorrectly. The cases and examples in the text are also useful.

ok

Great

Very good but overpriced; typical for a textbook. I am told that I have to add more words. Ok, I did.

This is not the first book by this author that I have read. He describes the concept of strategic analysis quite nicely. Appropriate for any MBA student.

This textbook was one of the easier textbook reads I've had. Great current day company examples.

[Download to continue reading...](#)

Contemporary Strategy Analysis Text Only Contemporary Strategy Analysis Text and Cases Edition Wiley eText Card Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases (Crafting & Executing Strategy: Text and Readings) Crafting and Executing Strategy: Concepts and Readings (Crafting & Executing Strategy: Text and Readings) Only in Vienna: A Guide to Unique Locations, Hidden Corners and Unusual Objects ("Only in" Guides) (Only in Guides) Texting Women: 7 Simple Steps From Text to Sex (Flirty Texts, Texting Girls, How To Text Girls, Art Seduction, How to Seduce a Woman, Funny Text, Pick Up Women, Funny Pick Up Lines, Picking Up Women) Frankenstein: Complete, Authoritative Text with Biographical and Historical Contexts, Critical History, and Essays from Five Contemporary Critical Perspectives (Case Studies in Contemporary Criticism) Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Magic The Gathering: Rules and Getting Started, Strategy Guide, Deck Building For Beginners (MTG, Deck Building, Strategy) Complete GMAT Strategy Guide Set (Manhattan Prep GMAT Strategy Guides) Manhattan GMAT Complete Strategy Guide Set, 5th Edition [Pack of 10] (Manhattan Gmat Strategy Guides: Instructional Guide) Manhattan GMAT Set

of 8 Strategy Guides, Fourth Edition (Manhattan GMAT Strategy Guides) GMAT Quantitative Strategy Guide Set (Manhattan Prep GMAT Strategy Guides) GMAT Algebra Strategy Guide (Manhattan Prep GMAT Strategy Guides) The Simple Strategy - A Powerful Day Trading Strategy For Trading Futures, Stocks, ETFs and Forex Forex Made Simple: 20 Forex Trading Strategy (A Step-By-Step Trading Strategy For 1 Hour Time Frame) GMAT Verbal Strategy Guide Set (Manhattan Prep GMAT Strategy Guides) Manhattan GMAT Quantitative Strategy Guide Set, 5th Edition (Manhattan GMAT Strategy Guides) Good Strategy Bad Strategy: The Difference and Why It Matters

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)