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engaging, experience in
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strategy and applying the
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1 What is Strategy and Why
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B: Core Concepts and
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Evaluating a Company's
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Executing Strategy

Important? 1. Crafting and
executing strategy are top
priority managerial tasks
for one very big reason:

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High-achieving enterprises are nearly always the product of astute, creative, and proactive strategy

making. 2. Good Strategy + Good Strategy Execution = Good Management a. Crafting and executing strategy are core management functions. b.

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student needs to know about the managerial tasks of crafting and executing strategy because the presentation of the material is engaging and clearly written.

The distinguishing mark of the 19th edition is its enriched and enlivened presentation of the material in each of the 12 chapters, providing an as up-to-date and engrossing discussion of the core concepts and analytical tools as you will find anywhere. There is an accompanying line-up of exciting new cases that bring the content to life and are sure to provoke

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While this 19th edition retains the 12-chapter structure of the prior edition, every chapter - indeed every paragraph and every line - has been re-examined, refined, and refreshed. New content has been added to keep the material in line with the latest developments in the theory and practice of strategic management. In other areas, coverage has been trimmed to keep the book at a more manageable size. Scores of new examples have been added, along with

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Capsules, to enrich
understanding of the content
and to provide students with
a ringside view of strategy
in action. The result is a
text that cuts straight to
the chase in terms of what
students really need to know
and gives instructors a leg
up on teaching that material
effectively. It remains, as
always, solidly mainstream
and balanced, mirroring both
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