



Strategic Management: Creating Competitive Advantages

Gregory G. Dess

[Download now](#)

[Read Online ➔](#)

Strategic Management: Creating Competitive Advantages

Gregory G. Dess

Strategic Management: Creating Competitive Advantages Gregory G. Dess

Strategic Management: Creating Competitive Advantages (Concepts only), sixth Edition, by the prestigious authors Dess/Lumpkin/Eisner and new co-author Gerry McNamara provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such intellectual assets, entrepreneurship, innovation, knowledge management, Internet strategies, crowdsourcing, environmental sustainability, businesses' use of blogs and social networking sites and more. The text is rounded off by rich, relevant, and teachable cases. This text's accessible writing style and wealth of new and updated illustrations, which clarify the most difficult topics, make this text the best resource for your students.

Strategic Management: Creating Competitive Advantages Details

Date : Published September 28th 2015 by McGraw-Hill Education (first published December 4th 2002)

ISBN : 9781259303500

Author : Gregory G. Dess

Format : Paperback 544 pages

Genre : Textbooks, Education



[Download Strategic Management: Creating Competitive Advantages ...pdf](#)



[Read Online Strategic Management: Creating Competitive Advantages ...pdf](#)

Download and Read Free Online Strategic Management: Creating Competitive Advantages Gregory G. Dess

From Reader Review Strategic Management: Creating Competitive Advantages for online ebook

Keith Bryan says

This text really is a capstone for the various branches of management. It succinctly pulls together information and solid examples to highlight various strategies and facts about the complex and daunting world of strategic management. Most students cringe at the idea of purchasing a textbook that potentially holds redundant information or outdated facts, but this book managed to avoid the majority of useless repetitions as well as obscure or outdated statistics. It was actually helpful and decently interesting at times.

Overall: Stop cringing. This book is actually worth most of the money you're paying for it if you give it the chance. Also, try renting from Chegg instead of buying it. That helps.

Andrey says

It was boring to read, but good material.

Fakerifablack says

Currently reading this text. So far I am only 25% in, but there is a wealth of information for new strategic thinkers in any industry.
