



# Strategic Management: Creating Competitive Advantages

*Gregory G. Dess*

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*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

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# **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 Most students cringe at the idea of purchasing a textbook that potentially holds redundant information or outdated facts, but this book managed to avoid the majority of useless repetitions as well as obscure or outdated statistics.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.

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## **Andrey says**

It was boring to read, but good material.

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## **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.

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