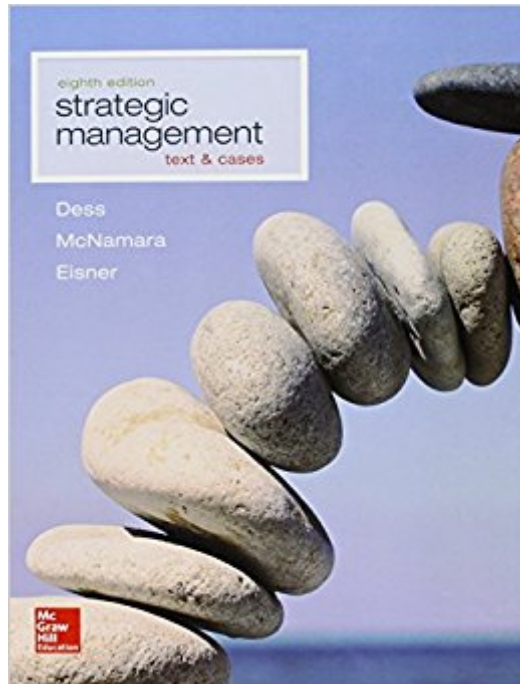




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Strategic Management: Text And Cases (Irwin Management)



Synopsis

Strategic Management: Text and Cases, Eighth Edition, written by the highly respected author team of Dess, McNamara, and Eisner, continues to provide readers what they have come to expect of this title: solid treatment of traditional strategic management topics, application of strategic management concepts to real-world examples, and interwoven contemporary themes revolving around globalization, technology, ethics, environmental sustainability and entrepreneurship. The eighth edition's case package has been thoroughly revised to maximize freshness and engagement. It continues to emphasize relevancy and currency and to offer up-to-date financial data and videos to match each case. All cases focus on companies familiar to students. In this edition, five are new (Campbell Soup, General Motors, Avon, Tata Starbucks, and Greenwood Resources) and twenty-six have been thoroughly revised (Apple, eBay, JetBlue, Johnson & Johnson, and Zynga to name just a few of the familiar favorites). The case package continues to offer both full-length and short-form cases, giving instructors and students unparalleled quality and variety.

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Customer Reviews

Gregory Dess Gregory G. Dess is the Andrew R. Cecil Endowed Chair in Management at the University of Texas at Dallas. His primary research interests are in strategic management, organization's environment relationships, and knowledge management. He has published

numerous articles on these subjects in both academic and practitioner-oriented journals. He also serves on the editorial boards of a wide range of practitioner-oriented and academic journals. In August 2000, he was inducted into the Academy of Management Journal's Hall of Fame as one of its charter members. Professor Dess has conducted executive programs in the United States, Europe, Africa, Hong Kong, and Australia. During 1994 he was a Fulbright Scholar in Oporto, Portugal. In 2009, he received an honorary doctorate from the University of Bern (Switzerland). He received his PhD in Business Administration from the University of Washington (Seattle) and a BIE degree from Georgia Tech.

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Very good preworkout

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