Crafting & Executing STRATEGY

The Quest for Competitive Advantage



Concepts and Cases



Thompson ~ Peteraf ~ Gamble ~ Strickland

Crafting and Executing Strategy

THE QUEST FOR COMPETITIVE ADVANTAGE:

Concepts and Cases | TWENTY-FIRST EDITION

Arthur A. Thompson

The University of Alabama

John E. Gamble

Texas A&M University-Corpus Christi

Margaret A. Peteraf

Dartmouth College

A.J. Strickland III

The University of Alabama





CRAFTING & EXECUTING STRATEGY: THE QUEST FOR COMPETITIVE ADVANTAGE, CONCEPTS AND CASES, TWENTY-FIRST EDITION

Published by McGraw-Hill Education, 2 Penn Plaza, New York, NY 10121. Copyright © 2018 by McGraw-Hill Education. All rights reserved.

ISBN 978-1-259-73278-2 MHID 1-259-73278-9

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Compositor: SPi Global

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Library of Congress Cataloging-in-Publication Data

Names: Thompson, Arthur A., 1940- author.

Title: Crafting and executing strategy: the quest for competitive advantage: concepts and cases / Arthur A. Thompson, The University of Alabama, Margaret A. Peteraf, Dartmouth College, John E. Gamble, Texas A&M University-Corpus Christi, A.J. Strickland III, The University of Alabama.

Description: Twentyfirst edition. | New York, NY : McGraw-Hill Education, [2018]

Identifiers: LCCN 2016038849 | ISBN 9781259732782 (alk. paper) Subjects: LCSH: Strategic planning. | Strategic planning—Case studies. Classification: LCC HD30.28 .T53 2018 | DDC 658.4/012—dc23 LC record available at https://lccn.loc.gov/2016038849

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