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Frank T. Rothaermel is a professor in the Scheller College of Business at the Georgia Institute of Technology and an Alfred P. Sloan Industry Studies Fellow. He holds the Russell and Nancy McDonough Chair of Business and received a National Science Foundation CAREER Award. Rothaermel authored the textbook "Strategic Management. Concepts & Cases" published by McGraw-Hill. He held visiting professorships at the EBS University of Business and Law, Singapore Management University, and the University

Frank T. Rothaermel - Wikipedia

Strategic management is the integrative management field that combines analysis, formulation, and implementation in the quest for competitive advantage. Many students will relate to strategy through sports analogies. You may want to start the course by discussing the contrast between a powerful sports dynasty and its weaker competitors.

Chapter 1 What Is Strategy? - Solutions Manual

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Revised edition of the work, Strategic management: concepts.

"Strategic Management brings conceptual frameworks to life via examples that cover products and services from companies with which students are familiar, such as Facebook, Google, Tesla, Starbucks, Apple, McDonald's, Disney, Airbnb, and Uber. Liberal use of such examples aids in making strategy relevant to students' lives and helps them internalize strategy concepts and frameworks"--

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Thorough yet concise, **ESSENTIALS OF STRATEGIC MANAGEMENT**, Third Edition, is a brief version of the authors' market-leading text **STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH**. Following the same framework as the larger book, **ESSENTIALS** helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Aiming to bridge the gap between theory and application, this work focuses on strategic management.

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