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

Strategic Management delivers an insightful, clear, concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world. Written in a conversational Harvard Business Review style, this product sparks ideas, fuels creative thinking and discussion, while engaging students via contemporary examples, innovative whiteboard animations for each chapter, outstanding author-produced cases, unique Strategy Tool Applications with accompanying animations and Career Readiness applications through author videos.

Updated to include the current models, theories, and hospitality practices, Hospitality Strategic Management: Concept and Cases, Second Edition is a comprehensive guide to strategic management in the international hospitality industry. Author Cathy A. Enz uses the case study approach to cover current topics such as innovation, entrepreneurship, leadership, ethics, and franchising. Eight full case studies with exhibits and documents address the areas of lodging, food service, tourism e-commerce, gaming, cruise lines, and airlines, making this book ideal for executive level training courses or hospitality industry executives interested in developing their strategic management skills.

Strategic Management, 3e by Frank T. Rothaermel continues to synthesize and integrate theory, empirical research, and practical applications with current, real-world examples. This approach not only offers students a learning experience that uniquely combines rigor and relevance, but it also prepares them for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. Examples profile the products and services of companies that students are familiar with such as Facebook, Google, Starbucks, Apple and Uber. In its characteristic single, strong voice, Strategic Management provides students with the foundation they need to understand how companies gain and sustain competitive advantage, as well as how to become managers capable of making well-reasoned strategic decisions. OneBook...OneVoice...OneVision

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Written in a lucid way, this book traverses the entire panorama of strategic management.

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