



Strategic Management: Competitiveness and Globalization, Concepts and Cases

Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson

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Strategic Management: Competitiveness and Globalization, 6th edition provides the most accurate, relevant, and complete presentation of strategic management today. Authors Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson thoroughly revised each chapter, weaving cutting-edge ideas, research, and modern practice to create a presentation that captures the dynamic nature of the field. The authors integrate the traditional industrial organizational model of strategic management with the more modern resource-based view of the firm to explain how firms use the strategic management process to build a sustained competitive advantage.

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