



Cases to Accompany Contemporary Strategy Analysis

Robert M. Grant

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This popular casebook is now available in a more compact and updated edition. In response to requests from instructors and students for cases that require less reading time, all the cases are shorter than those in previous editions. Written by Rob Grant to accompany his text, *Contemporary Strategy Analysis* 7th edition, each case is designed to enable students to apply particular concepts and techniques of strategy analysis.

New cases include:

- Manchester United: Preparing for Life without Ferguson
- Starbucks
- Easyjet vs. Ryanair
- DVD Wars
- Google

Further cases, including the US Airline Industry, Ford and the World Automobile Industry, Richard Branson and the Virgin group of Companies, Wal-Mart Stores Inc, Harley-Davidson and General Electric & Jeff Immelt have been updated to 2009.

These contemporary cases allow students unparalleled insight into determinants of competition; the basis of competitive advantage; the challenges of developing new organizational capabilities; the design of strategies for exploiting innovation; and the opportunities and pitfalls of internationalization.

Used alongside the *Contemporary Strategy Analysis* text, or as a standalone resource, the cases allow today's students and executives to apply key strategy concepts and frameworks to top-level decision making at companies that face critical strategic challenges.

Full teachings notes to the cases will be available upon publication at the companion website

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