

Presenting core concepts, analytical techniques, and relevant cases to help you master strategic management.

*Strategy: Winning in the Marketplace* has two distinctive features: (1) a crisp, substantive treatment of the principles of crafting and executing strategy and (2) an unusually appealing lineup of 32 freshly written cases that are tightly linked to both the chapter content and the strategy-making, strategy-executing challenges in today's companies.

This much-enhanced Second Edition contains a timely new chapter on "Strategy, Ethics, and Social Responsibility" and plenty of new examples. Yet, it retains the fundamental strengths from the previous edition: thorough coverage of Porter's Five Forces model, comprehensive treatment of the resource-based theory of the firm, the latest research from the literature of strategic management, and detailed coverage of globally competitive markets, strategy execution, and the drive for operating excellence.

Drawing on their combined 70 years of teaching strategic management and extensive case-writing experience, the authors have come up with an exciting collection of the latest and best cases packed with valuable teaching points and lessons for students. The new case line-up is certain to spark student interest and generate lively classroom discussions.

Don't forget about these fully-automated simulations for your strategic management course.



The greatly-enhanced online 8<sup>th</sup> edition of *The Business Strategy Game*—delivered at [www.bsg-online.com](http://www.bsg-online.com)—is the world's leading strategy simulation having been played by well over 350,000 students. It is a powerful hands-on, learn-by-doing, competition-based exercise where teams of students run an athletic footwear company in head-to-head competition for global market leadership. *BSG*, now fully automated and presented in a state-of-the-art online format, is designed to give students practice in using the concepts and tools of strategic analysis.

*GLO-BUS*, also a totally automated online simulation, is delivered at [www.glo-bus.com](http://www.glo-bus.com). It calls for participants to test their strategy-making and decision-making skills by running a company that competes in the global digital camera industry.

*GLO-BUS* has fewer decision variables than *BSG* and features a 3-year strategic plan option, an option for company managers to make quarterly updates for some decisions as the year progresses, strategic group maps, company strengths/weaknesses, and much more. Both *The Business Strategy Game 8.0* and *GLO-BUS* connect directly to the 9 chapters of text material in *Strategy* and give students valuable practice in using and applying what they have been reading.



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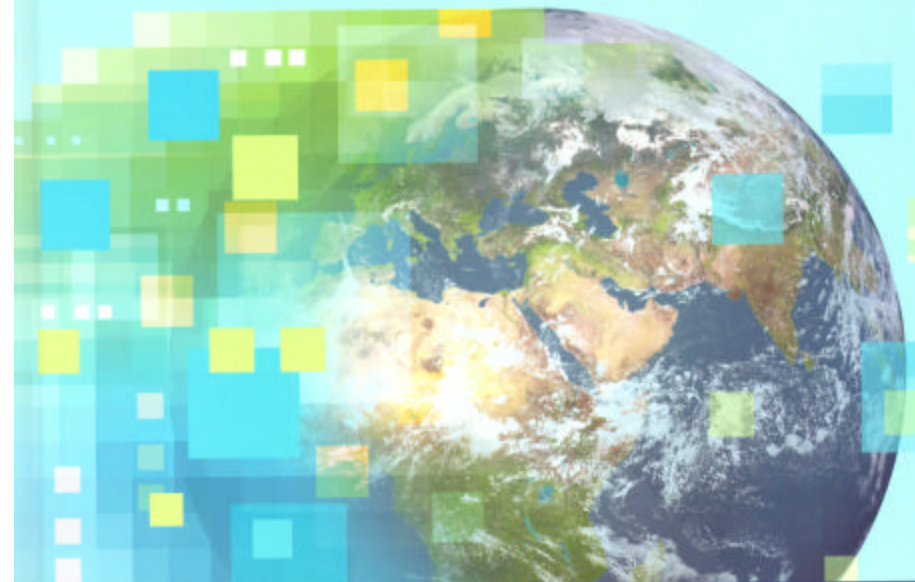
# STRATEGY

Winning in the Marketplace **Second Edition**

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