

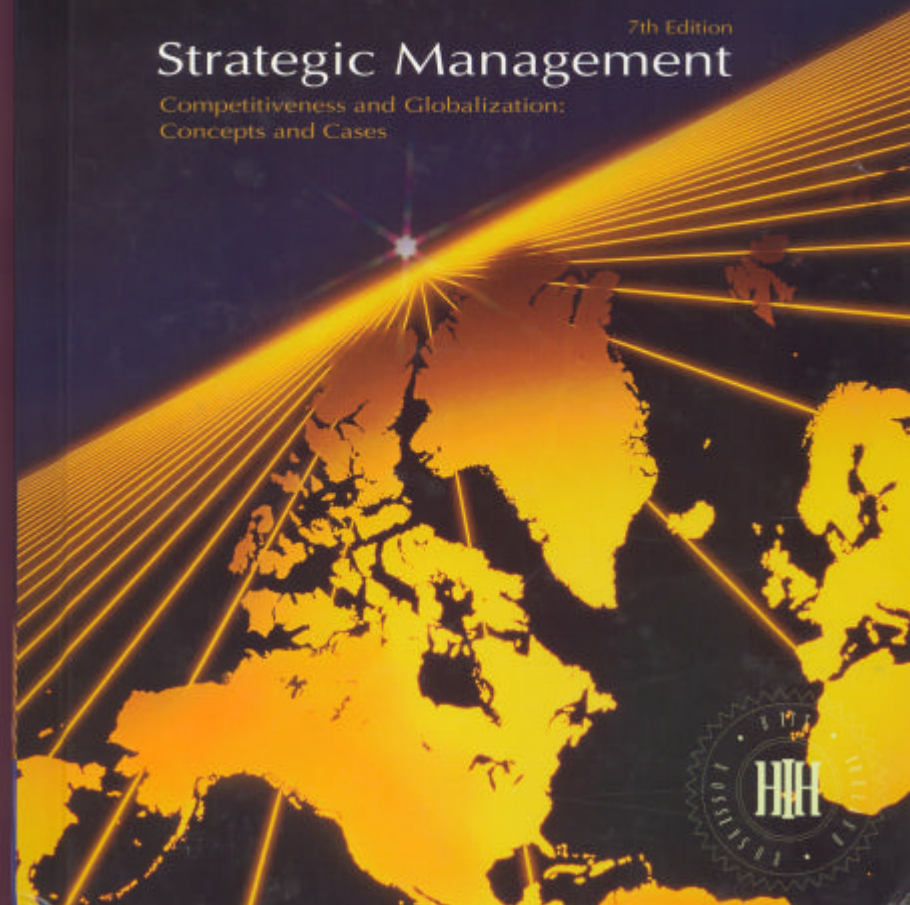
INSTRUCTOR'S EDITION

Hitt | Ireland | Hoskisson

7th Edition

Strategic Management

Competitiveness and Globalization:
Concepts and Cases



INSTRUCTOR'S EDITION

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Strategic Management

Competitiveness and Globalization:
Concepts and Cases, 7e

Strategic Management: Competitiveness and Globalization Concepts and Cases, 7e by the well-respected author team Hitt/Ireland/Hoskisson prepares students for success by covering all the pertinent strategic management topics in a clear and concise manner.

The seventh edition is framed around the straight-forward and easy-to-understand model; from vision to strategy to implementation. The authors guide students through the strategic management process using a unique approach that blends the classic industrial organizational model with the resource-based view of the firm to explain how firms use the strategic management process to build a sustained competitive advantage.

The following dynamic features reinforce student understanding of the concepts:

STRATEGIC FOCUS

Three new or updated Strategic Focus segments per chapter showcase familiar organizations and further emphasize applications of the chapter's content. Also included is additional content discussing leaders who have both succeeded or failed based on their ability to implement the right business strategy.



EXPERIENTIAL EXERCISES

Each chapter includes two to three exercises, many of which are new, that provide ample opportunity for hands-on learning and practice with critical concepts and tools.



NEW CASES

30 new cases are included, drawing from a variety of topics, organizational settings, and industries. These timely and intriguing cases, drawn from well-known firms, provide opportunity for students to analyze, synthesize, and apply the parts of the strategic management process they've learned.

CURRENT RESEARCH WITH AN EMPHASIS ON KEY TRENDS

Thoroughly updated, this edition contains the most current research and findings, including references to 2004 and 2005 publications. Plus, this edition expands the text's discussion of key trends—such as ethics & social responsibility, global strategy, cultural diversity—and the impact these trends are having on the practice of strategic management.

CHAPTER OPENING CASES

Each chapter opens with a short vignette featuring an actual firm to introduce the key points of the chapter and illustrate their relevance to modern organizations.

NOT FOR SALE

This textbook has been provided free for an instructor to consider for classroom use. Selling free examination copies contributes to higher prices of textbooks for students.

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