

"This tool (VRIO) is the primary framework I use in my course currently and is much needed in the undergraduate textbook market, in my opinion. This brings cutting-edge strategy tools and frameworks to this audience."

—Amy Hillman, Arizona State University

"I like the VRIO Framework as it does a good job of succinctly integrating important aspects of the strategic management process. I think it will serve its purpose in helping students to better grasp and retain critical components."

—Ken Chadwick, Nicholls State University

"A consistent framework is great, because it helps the students see the cumulative nature of the topics. Also, repetition and use of the concepts will increase the likelihood that they will become part of the students' long-term memory."

—Scott Williams, Wright State University

"The biggest advantage [to this book] is simplicity. It gives the students the foundation they need, without 'drowning' them in information. Also, there does seem to be an effort to more tightly connect the material, rather than just introduce a host of concepts."

—Mike Yankey, James Madison University

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