



# Strategic Management: Concepts and Cases (Fifteenth Edition)

By Forest R. David, Fred R. David

Pearson Education, 2015. Softcover. Book Condition: New. 5th or later edition. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivalled clarity, helping students develop their own cutting-edge strategy through skilldeveloping exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-ofchapter material, including added exercises and review questions. New to the edition: ? Chapter 10: Business Ethics, Social Responsibility, and Environmental Sustainability and Chapter 11: Global and International Issues expanded by 30 percent to include new coverage of cultural and conceptual strategic-management differences across countries, ethics, workplace romance and sustainability etc.? A brand new Cohesion Case on PepsiCo, Inc. (2013) provided. Students can apply strategy concepts to PepsiCo at the end of each chapter through brand new Assurance of Learning Exercises. ? Fifty percent new or improved Assurance of Learning Exercises at the end of all chapters to apply chapter concepts? A boxed insert at the beginning of each chapter showcasing a company doing strategic management exceptionally well? New examples in all the chapters? New narrative on strategic management theory and concepts in...



#### Reviews

Without doubt, this is the very best job by any article writer. It typically does not cost too much. You are going to like just how the blogger write this pdf.

-- Jazmyn Beier II

This book can be worth a read through, and far better than other. It can be writter in easy phrases instead of confusing. You will not really feel monotony at at any moment of your respective time (that's what catalogs are for concerning if you check with me).

-- Wilber Altenwerth

## Other Books



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...



#### How to Make a Free Website for Kids

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Table of Contents Preface Chapter # 1: Benefits of Having a Website Chapter # 2: Signing Up for a Website...



#### Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 211 x 101 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....



### No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Do You Have NO Friends? Are you tired of not having any friend and being lonely all the time...



Studyguide for Introduction to Early Childhood Education: Preschool Through Primary Grades by Jo Ann Brewer ISBN: 9780205491452

2011. Softcover. Book Condition: New. 6th. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights, and quizzes for your textbook with optional...



Medical information retrieval (21 universities and colleges teaching information literacy education family planning)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 269 Publisher: Huazhong Pub. Date: 2011-07-01 version 1. The Internet age. information waves. changing. Medical Information Retrieval. provides a...