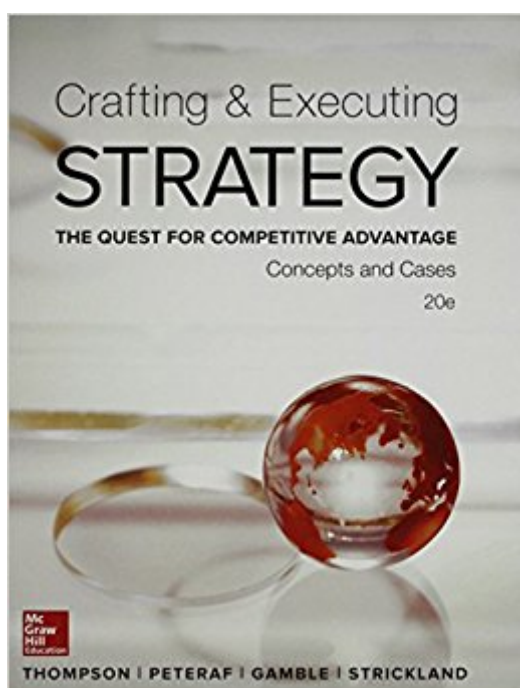


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# Crafting & Executing Strategy: The Quest For Competitive Advantage: Concepts And Cases (Crafting & Executing Strategy: Text And Readings)



## Synopsis

Crafting and Executing Strategy: The Quest for Competitive Advantage, 20e by Thompson, Peteraf, Gamble, and Strickland maintains its solid foundation as well as brings an enlivened, enriched presentation of the material for the 20th edition. The exciting new edition provides an up-to-date and engrossing discussion of the core concepts and analytical tools. There is an accompanying lineup of exciting new cases that bring the content to life and are sure to provoke interesting classroom discussions and deepen students' understanding of the material in the process.

## Book Information

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## Customer Reviews

Margaret A. Peteraf is the Leon E. Williams Professor of Management at the Tuck School of Business at Dartmouth College. She is an internationally recognized scholar of strategic management, with a long list of publications in top management journals. She has earned myriad honors and prizes for her contributions, including the 1999 Strategic Management Society Best Paper Award recognizing the deep influence of her work on the field of Strategic Management. Professor Peteraf is a fellow of the Strategy Management Society and the Academy of Management. She served previously as a member of the Board of Governors of both the Society and the Academy of Management and as Chair of the Business Policy and Strategy Division of the Academy. She has also served in various editorial roles on numerous editorial boards, including the Strategic Management Journal, the Academy of Management Review, and Organization Science. She has taught in Executive Education programs in various programs around the world

and has won teaching awards at the MBA and Executive level. Professor Peteraf earned her Ph.D., M.A., and M.Phil. at Yale University and held previous faculty appointments at Northwestern University's Kellogg Graduate School of Management and at the University of Minnesota's Carlson School of Management. A.J. (Lonnie) Strickland received a BS in Math and Physics from the University of Georgia, an MS in Industrial Management from Georgia Institute of Technology, and a PhD from Georgia State university. He currently holds the rank of Professor of Strategic Management in the Graduate School of Business at the University of Alabama. He has done extensive consulting and research work. In recent years, he was honored with the Outstanding Professor Award for the Graduate School of Business, and was the recipient of the Outstanding Commitment to Teaching Award for the University of Alabama. John E. Gamble is currently Associate Dean and Professor of Management in the Mitchell College of Business at the University of South Alabama. His teaching specialty at USA is strategic management and he also conducts a course in strategic management in Germany, which is sponsored by the University of Applied Sciences in Worms. Dr. Gamble's research interests center on strategic issues in entrepreneurial, health care, and manufacturing settings. His work has been published in various scholarly journals and he is the author or co-author of more than 50 case studies published in an assortment of strategic management and strategic marketing texts. He has done consulting on industry and market analysis for clients in a diverse mix of industries. Professor Gamble received his Ph.D. in management from the University of Alabama in 1995. Dr. Gamble also has a Bachelor of Science degree and a Master of Arts degree from the University of Alabama. Arthur A. Thompson, Jr., earned his B.S and Ph.D. degrees in economics from The University of Tennessee, spent three years on the economics faculty at Virginia Tech, and served on the faculty of The University of Alabama's College of Commerce and Business Administration for 24 years. In 1974 and again in 1982, Dr. Thompson spent semester-long sabbaticals as a visiting scholar at the Harvard Business School. His areas of specialization are business strategy, competition and market analysis, and the economics of business enterprises. In addition to publishing over 30 articles in some 25 different professional and trade publications, he has authored or co-authored five textbooks and six computer-based simulation exercises. His textbooks and strategy simulations have been used at well over 1,000 college and university campuses worldwide. Dr. Thompson spends much of his off-campus time giving presentations, putting on management development programs, working with companies, and helping operate a business simulation enterprise in which he is a major partner. Dr. Thompson and his wife of 56 years have two daughters, two grandchildren, and a Yorkshire terrier.

Hands down the best strategy book. Used this in my graduate course, and I used an older edition in undergrad. Price is disturbing for these. That's a shot at the industry/publisher and not , who has been pretty good to me. They crank a new edition out every year and make minimal organization changes internally along with a few case study updates. I could use my one from 2013 today and get the same kind of quality out of it.

There are 3 main sections on this book: the 12 chapters, case studies, and guide on how to use the case studies. This had been one of the better textbooks I have used. The chapters were full of easy to understand information. The only changed I would make would be a change in its layout. The case study section is bigger than the chapter section. I'm also not sure why the guide to use the case studies is behind the case studies. All in all this is a very nice textbook.

Great book and key information to guide you through organizational strategy for most situations. Wish I had bought the book instead of renting.

Came in excellent condition..however requirement for school, but not necessarily a good read.

Great book for MBA students I kept it.

The book was like brand new and exactly what I needed. good price too

Used this book for my Strategic Management class and was very resourceful with the study cases of companies. Used the book quite a lot for citations among others. I was expecting it to be a bit different being that it is an international edition but it had everything I needed for my class!

Has words, works great.No WiFi ability.

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