

Librería
Bonilla y Asociados
desde 1950



Título: Strategic Management And Competitive Advantage, Concepts And Cases

Autor: Barney/ Hesterly

Precio: \$888.00

Editorial:

Año: 2007

Tema:

Edición: 2ª

Sinopsis

ISBN: 9780132338233

Jay Barney is a Professor of Management and holder of the Bank One Chair for Excellence in Strategic Management at the Fisher College of Business, The Ohio State University. He received his undergraduate degree from Brigham Young University, and his master's and Ph.D. from Yale University. After graduation, he served on the faculty at the Anderson Graduate School of Management at UCLA and at the Mays College of Business at Texas A&M University. He moved to Ohio State in 1994.

Professor Barney teaches business policy and strategy at Ohio State. He has also taught in a variety of executive programs at Ohio State, Texas A&M, UCLA, Southern Methodist University, Texas Christian University, the University of Michigan, Bocconi University (in Milan, Italy), and for the consulting firm McKinsey and Company. He has received teaching awards at UCLA (1983), Texas A&M (1992), and Ohio State (1995, 1996, 1999, 2000, and 2001).

Professor Barney's research focuses on the relationship between firm resources and capabilities and sustained competitive advantage. He has published over 75 articles in a variety of books and journals. His 1986 Management Science article was recently cited as one of the 50 most influential pieces ever published in that journal, and his 1991 Journal of Management article was recently identified as the second most cited reference in papers published in the Strategic Management Journal from 1994 - 2001. His 1997 Journal of Business Venturing article with Professor Lowell Busenitz (University of Oklahoma) is the most highly cited article published in that journal over the last ten years. Professor Barney has delivered scholarly papers at over 50 universities around the world including the Harvard Business School, the Wharton School of Business, Northwestern University, and the London Business School. Professor Barney won the College of Business Distinguished Research Award at Texas A&M in 1992; presented the Holger Crafoord Memorial Lecture at Lund University in Lund, Sweden in 1993; received an honorary doctorate degree from Lund University in 1997; and was appointed an Honorary Visiting

Teléfonos: 55 44 73 40 y 55 44 72 91

www.libreriabonilla.com.mx

Librería
Bonilla y Asociados
desde 1950



Professor at Waikato University in Hamilton, New Zealand in 2001. In 2001 he was also elected as a Fellow in the Academy of Management.

Professor Barney has also consulted with a wide variety of public and private organizations, including Hewlett Packard, Texas Instruments, Tenneco, Arco, McKinsey and Company, Nationwide, and the Columbus Public Schools.