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**Sinopsis**

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Essentials of Strategic Management is a brief version of the authors' market-leading text, Strategic Management: An Integrated Approach, 7/e. The Essentials text follows the same framework as the larger book, helping students to identify and focus on core concepts in the field in a more concise, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the "business model" concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high quality/variety case program examines small, medium, and large companies, both domestic and international.