

Gaining & Sustaining Competitive Advantage, 4/e

By Barney J B

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This book provides students and practitioners with the most up-to-date research in a way that helps them see how the concepts can be applied to the real business world. The author explores the impact of the recent global business changes in relation to the competitive context of firms and their ability to generate and sustain competitive advantages. Unique attributes : integrates strategic management research includes the latest research ensure accessibility and applications by providing examples and case studies. Table of contents: preface part i:the logic of strategic analysis chapter 1introduction: what is strategy chapter 2firm performance and competitive advantage chapter 3evaluating environmental threats chapter 4evaluating environmental opportunities chapter 5evaluating firm strengths and weaknesses: the resource-based view part ii:business strategies chapter 6cost leadership chapter 7product differentiation chapter 8flexibility: real options analysis under risk and uncertainty chapter 9tacit collusion: cooperation to reduce competition part iii:corporate strategies chapter 10vertical integration strategies chapter 11diversification strategies chapter 12implementing corporate diversification chapter 13strategic alliances chapter 14merger and acquisition strategies chapter 15international strategies bibliography index

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