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Strategic Management Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, 2011 Introduce strategic management using the market leading text that sets the standard for the most complete relevant presentation Written by highly respected experts and prestigious scholars Hitt Ireland Hoskisson s STRATEGIC MANAGEMENT COMPETITIVENESS AND GLOBALIZATION CONCEPTS AND CASE 9E provides an intellectually rich yet thoroughly practical analysis of strategic management today This unique text is the only one to integrate the classic industrial organization model with a resource based view of the firm to give readers a complete understanding of how today s businesses use strategic management to establish sustained competitive advantage The authors present cutting edge research and strategic management trends within a strong global focus using memorable examples from more than 600 companies A wealth of learning features and selection of 30 all new compelling cases prepare your students to face the broad range of critical issues confronting contemporary managers Engaging video cases CengageNOW online teaching tools and a complete electronic business library keep study current and relevant

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