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Overview. 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.

Presenting the most recent developments in research and strategy, this text applies these theories and illustrates their implementation in business cases.

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Overview: The 18th edition of *Crafting and Executing Strategy* represents one of our most important and thoroughgoing revisions ever. The newest member of the author team, Margie Peteraf, led a thorough re-examination of every paragraph on every page of the 17th edition chapters. The overriding objectives were to inject new perspectives and the best academic thinking, strengthen linkages to the latest research findings, modify the coverage and exposition as needed to ensure squarely on-target content, and give every chapter a major facelift. While this 18th edition retains the same 12-chapter structure of the prior edition, every chapter has been totally refreshed. And the chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management. Known for its cases and teaching notes, this edition provides an unparalleled case line up of 28 cases. (1) 25 of the 28 cases are brand new or extensively updated for this edition, (2) The selection of cases is diverse, timely, and thoughtfully-crafted and complements the text presentation pushing students to apply the concepts and analytical tools they have read about. (3) Many cases involve high-profile companies. (4) And there's a comprehensive package of support materials that are a breeze to use, highly effective, and flexible enough to fit most any course design. Thompson 18e, your best case scenario!

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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.

Crafting & Executing Strategy 22e has a long-standing reputation of being the most teachable text. Its engaging clearly articulated and conceptually balanced mainstream treatment of the latest developments in theory and practice include the clearest presentation of the value-price-cost framework. Our co-author Margaret Peteraf a highly regarded researcher helped integrate both the resource-based view of the firm from the perspective of both single-business and multi-business strategies -- Publisher's webpage.

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Crafting & Executing Strategy: Concepts and Cases provides a mainstream, balanced treatment of the latest developments in the theory and practice of strategy. Emphasis on a

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company's strategy must be matched not only to its external market circumstances but also to its internal resources and competitive capabilities. Improve student learning outcomes using Connect - our easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results.

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