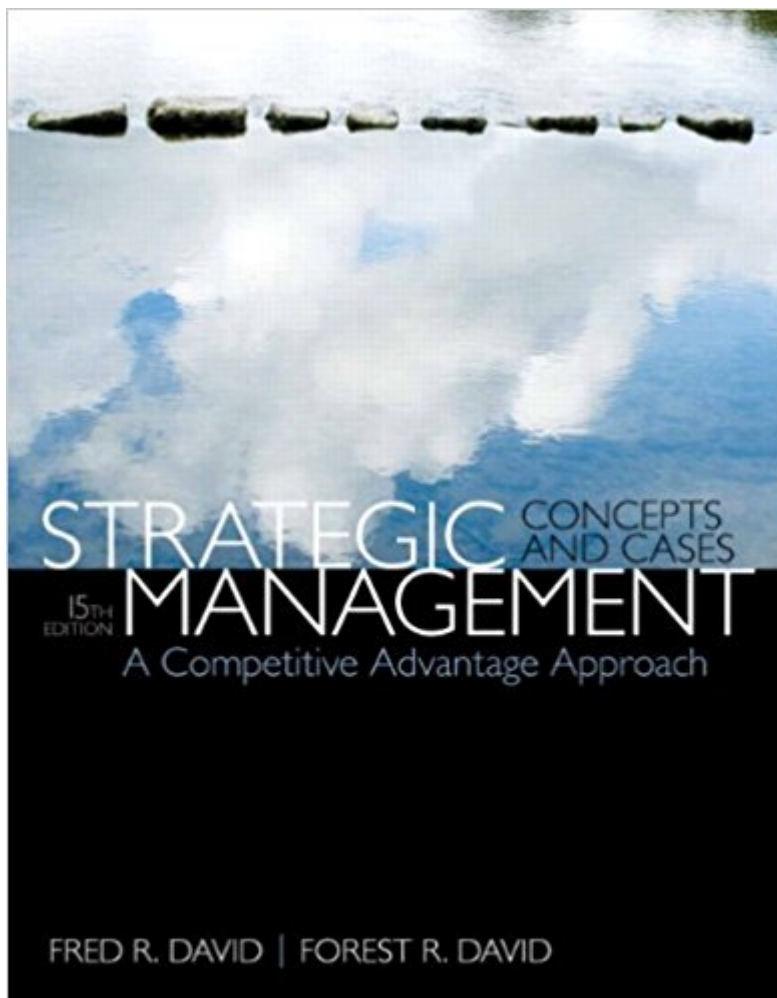




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Strategic Management: A Competitive Advantage Approach, Concepts & Cases (15th Edition)



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About the Author Dr. Fred R. David is the sole author of three mainstream strategic-management textbooks: (1) "Strategic Management: Concepts and Cases," (2) "Strategic Management Concepts," and (3) "Strategic Management Cases," These texts have been on a two-year revision cycle since 1986, when the first edition was published. They are among the best if not the best-selling strategic-management textbooks in the world and are used at more than 400 colleges and universities. Prestigious universities that have used these textbooks include Harvard University, Duke University, Carnegie-Mellon University, John Hopkins University, the University of Maryland, University of North Carolina, University of Georgia, Florida State University, San Francisco State University, and Wake Forest University. The Concepts version of this strategic-management textbook has been translated and published in Chinese, Japanese, Pharsi, Spanish, Indonesian, Indian, Thai, and Arabic, and is widely used across Asia and South America. It is the best-selling strategic-management textbook in Mexico, China, Peru, Chile, Japan, and number two in the United States. Approximately 90,000 students read Dr. David's textbook annually as well as thousands of businesspersons. The book has led the field of strategic management for more than a decade in providing an applications/practitioner approach to the discipline. A native of Whiteville, North Carolina, Fred R. David received a B.S. degree in Mathematics and an MBA from Wake Forest University before being employed as a bank manager with United Carolina Bank. He received a Ph.D. in Business Administration from the University of South Carolina where he majored in Management. Currently, the TranSouth Professor of Strategic Management at Francis Marion University (FMU) in Florence, South Carolina, Dr. David has also taught at Auburn University, Mississippi State University, East Carolina University, the University of South Carolina, and the University of North Carolina at Pembroke. He is the author of 150 referred publications, including 39 journal articles, 53 Proceedings publications, and 58 business policy cases. David has articles published in such journals as "Academy of Management Review," "Academy of Management Executive," "Journal of Applied Psychology," "Long Range Planning," and "Advanced Management Journal," He serves on the Editorial Review Board of the "Advanced Management Journal," Dr. David has received a Lifetime Honorary Professorship Award from the Universidad Ricardo Palma

in Lima, Peru. He delivered the keynote speech at the twenty-first Annual Latin American Congress on Strategy hosted by the Centrum School of Business in Peru. Dr. David recently delivered an eight-hour Strategic Planning Workshop to the faculty at Pontificia Universidad Catolica Del in Lima, Peru, and an eight-hour Case Writing/Analyzing Workshop to the faculty at Utah Valley State College in Orem, Utah. He has received numerous awards, including FMU's Board of Trustees Research Scholar Award, and the university's Award for Excellence in Research given annually to the best faculty researcher on campus, and the Phil Carroll Advancement of Management Award, given annually by the Society for the Advancement of Management (SAM) to a management scholar for outstanding contributions in management research. David served for three years on the Southern Management Association's Board of Directors Through his Web site, www.checkmateplan.com, Dr. David actively assists businesses across the country and around the world in doing strategic planning. He has developed and markets the CheckMATE Strategic Planning Software, which is an industry-leading business planning software package (www.checkmateplan.com).

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Fred R. David, his son, and other collaborators have taken serious time to create this successful textbook on "Strategic Management." This book provides in-depth information on creating the perfect mission, vision statements among other relevant topics for the businessmen and women. It has very important cases: boxed inserts starting a chapter, Cohesion Case from PepsiCo, Inc. (2013) for the end of each chapter, and 29 student's friendly cases along with financial statements from well-known companies worldwide. What else can you really ask from a business book these days? I don't understand the negative reviews from this great professor. This is it in business! Highly recommended for anyone who is serious in viewing, expanding his/her knowledge in strategic business management.

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