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**Arthur Thompson, Margaret Peteraf, A.
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Crafting and Executing Strategy Arthur A. Thompson, Margaret Ann Peteraf, John E. Gamble, A. J. Strickland, III, 2022. By offering the most engaging, clearly articulated and conceptually sound text on strategic management, *Crafting and Executing Strategy* has been able to maintain its position as the leading textbook in strategic management for over 30 years. With this latest edition, we build on this strong foundation, maintaining the attributes of the book that have long made it the most teachable text on the market while updating the content, sharpening its presentation and providing enlightening new illustrations and examples. The distinguishing mark of the 23rd edition is its enriched and enlivened presentation of the material in each of the 12 chapters, providing an up to date and engrossing discussion of the core concepts and analytical tools as you will find anywhere. As with each of our new editions, there is an accompanying lineup of exciting new cases that bring the content to life and are sure to provoke interesting classroom discussions, deepening students' understanding of the material in the process. While this 23rd edition retains the 12 chapter structure of the prior edition, every chapter, indeed every paragraph and every line, has been reexamined, refined and refreshed. New content has been added to keep the material in line with the latest developments in the theory and practice of strategic management. In other areas, coverage has been trimmed to keep the book at a more manageable size. Scores of new examples have been added along with 16 new Illustration Capsules to enrich understanding.

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Crafting & executing strategy ,2009

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