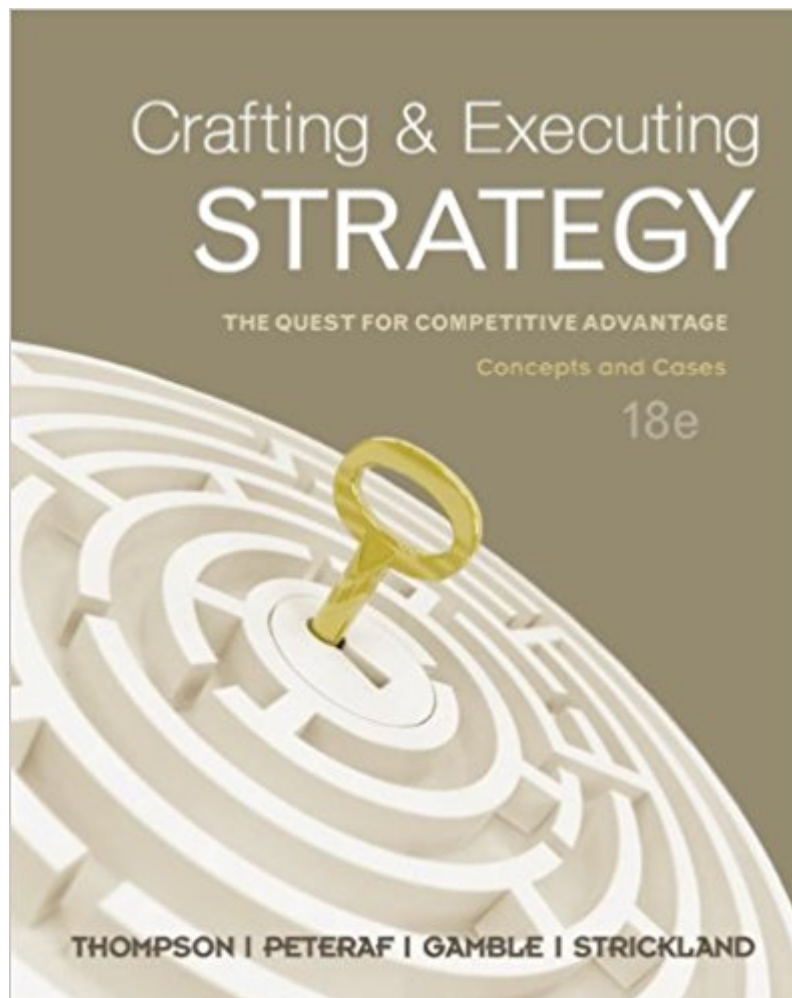




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# Crafting & Executing Strategy: The Quest For Competitive Advantage - Concepts And Cases, 18th Edition



## Synopsis

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!

## Book Information

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## Customer Reviews

John E. Gamble is currently Associate Dean and Professor of Management in the Mitchell College of Business at the University of South Alabama. His teaching specialty at USA is strategic management and he also conducts a course in strategic management in Germany, which is sponsored by the University of Applied Sciences in Worms. Dr. Gamble's research interests center on strategic issues in entrepreneurial, health care, and manufacturing settings. His work has been published in various scholarly journals and he is the author or co-author of more than 50 case studies published in an assortment of strategic management and strategic marketing texts. He has done consulting on industry and market analysis for clients in a diverse mix of industries. Professor Gamble received his Ph.D. in management from the University of Alabama in 1995. Dr. Gamble also has a Bachelor of Science degree and a Master of Arts degree from the University of Alabama.

A.J. (Lonnie) Strickland received a BS in Math and Physics from the University of Georgia, an MS in Industrial Management from Georgia Institute of Technology, and a PhD from Georgia State university. He currently holds the rank of Professor of Strategic Management in the Graduate School of Business at the University of Alabama. He has done extensive consulting and research work. In recent years, he was honored with the Outstanding Professor Award for the Graduate School of Business, and was the recipient of the Outstanding Commitment to Teaching Award for the University of Alabama.

Margaret A. Peteraf is the Leon E. Williams Professor of Management at the Tuck School of Business at Dartmouth College. She is an internationally recognized scholar of strategic management, with a long list of publications in top management journals. She has earned myriad honors and prizes for her contributions, including the 1999 Strategic Management Society Best Paper Award recognizing the deep influence of her work on the field of Strategic Management. Professor Peteraf is a fellow of the Strategic Management Society and the Academy of Management. She served previously as a member of the Board of Governors of both the Society and the Academy of Management and as Chair of the Business Policy and Strategy Division of the Academy. She has also served in various editorial roles on numerous editorial boards, including the Strategic Management Journal, the Academy of Management Review, and Organization Science. She has taught in Executive Education programs in various programs around the world and has won teaching awards at the MBA and Executive level.

Professor Peteraf earned her Ph.D., M.A., and M.Phil. at Yale University and held previous faculty appointments at Northwestern University's Kellogg Graduate School of Management and at the University of Minnesota's Carlson School of Management.

Arthur A. Thompson, Jr., earned his B.S and Ph.D. degrees in economics from The University of Tennessee, spent three years on the economics faculty at Virginia Tech, and served on the faculty of The

University of Alabama's College of Commerce and Business Administration for 24 years. In 1974 and again in 1982, Dr. Thompson spent semester-long sabbaticals as a visiting scholar at the Harvard Business School. His areas of specialization are business strategy, competition and market analysis, and the economics of business enterprises. In addition to publishing over 30 articles in some 25 different professional and trade publications, he has authored or co-authored five textbooks and six computer-based simulation exercises. His textbooks and strategy simulations have been used at well over 1,000 college and university campuses worldwide. Dr. Thompson spends much of his off-campus time giving presentations, putting on management development programs, working with companies, and helping operate a business simulation enterprise in which he is a major partner. Dr. Thompson and his wife of 56 years have two daughters, two grandchildren, and a Yorkshire terrier.

This is the "Concepts and Readings" text. There is another text that looks EXACTLY the same except for the subtitle. That book is the "Concepts and Cases" text, and it ALSO has an 18e on it. When your instructor assigns a case study, you'll be up a creek if you don't have the "Concepts and Cases". I'm giving it one star because if they're going to make a third of the book have completely different content, they ought not to have the exact same title, edition number, and front cover illustration as the other version.

Note: This book is nearly identical to the latest edition. The only difference is picture on the front, fonts used, page numbers, and some of the problems at the end of the chapters were simply rearranged (compared it with a classmate's). DO NOT fall for the whole "you need the latest edition" requirement. It is downright crooked for a publishing company to change such minor things, call it a newer edition, and up the price to hundreds of dollars. It's also heartless for a professor in a college of business to force his students to pay hundreds of dollars for something so similar to a book that only costs \$40 or \$50. Buy the next latest edition of any book you purchase and save a ton of money!

The problem I had was seller of this product. He was located in Honolulu Hawaii and had an extremely difficult time getting the product to me. He was late shipping the merchandise and then could not track or locate the product in transit. What should've taken days ended up taking weeks and inevitably a month to arrive, by this time the book arrived it was trivial and no longer necessary since I had purchased the product from another source. I informed the seller of the problem and he

refused to take it back stating that once the product is shipped it is my responsibility, unfortunately this is not the case since he paid the shipping all shipping responsibilities are the product of the sender. The product took longer to arrive than what was advertised taking 42 days. I contacted and agreed that this product was the fault of the shipping company and should be taken back by the seller. Again the seller refused to take back his product stating that "that he could not resell it and that I should resell the book". I forwarded his response to and they apologized for his actions. Unfortunately I am now stuck with two identical books. Overall the book is an excellent book in strategic management though is slowly growing out of date due to the new addition that has been released. I would recommend this product as a resource.

This book is set up 50% text book 50% business cases to be assigned. The textbook portion of the book is pretty good, it's fairly informative and easy to read (most of this stuff is common sense though). The cases portion of the textbook I will say is terrible. These cases could not be more boring, and they are quite poorly set up so it's really a struggle to find out what you need to know about the company. I'm not sure if there is a new version out there, but even just a couple years old (I think this goes to 2010) the cases are out of date, talking about if the launch of the iPad will be successful and such, it's hard for us to ignore what we know in the real world and do cases that ended a couple years back. Other than the out-of-date poorly formatted cases, the teaching part of the textbook is pretty good as I mentioned. Still wish I had had a different book though.

Textbook, required reading for a course. It was an easy read.

The book satisfies the goal of providing the required information for undergraduate and graduate level business courses. The biggest issue with the book is the repetitiveness of the language and structure. Several chapters repeat information from previous chapters, and chapters occasionally repeat themselves within the chapter. The authors are also excessively wordy; they do a great job of using a paragraph to say what could be said in a sentence and using a chapter to say what could be said in a paragraph.

The book I received is the soft cover concepts and readings book. It was listed as the hard cover, with the subtitle "The Quest for a Competitive Advantage." I basically order the wrong book, and unfortunately I received it two days before my class started. I had to go on MBS Direct and purchase the new hardback book at full retail value and get it over-nighted. Instead of paying the

100 dollars I was originally thought I was paying for the correct item, I ended paying 313 dollars including the 85 dollar over-night shipping charge. I am very unhappy with this order and the vendor.

I needed this book for an MBA capstone course in marketing and the course required that we register for the Business Strategy Game simulator (BSG).\*\* Be aware that there is no pre-paid access code for the strategy game associated with this book. \*\* You must purchase that separately for about \$38.95 on the McGraw-Hill website. What I do like about this textbook is all the online supporting material to fortify the reading material. The BSG is a great way to apply all that one has learned.

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