

# Strategic Management: Competitiveness and Globalization, Concepts

Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson



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STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CONCEPTS, Eighth Edition, is a comprehensive Strategic Management text that combines proven scholarship; cutting-edge research; a practical global focus; and the most thorough, up-to-date, and relevant business examples available. Now, this trusted business text is enhanced by the addition of powerful new media and technology resources, including an updated video program, ThomsonNOW<sup>TM</sup> online learning tools, and the Business and Company Resource Center (BCRC)--a complete electronic business library that makes in-depth research simple. The highly respected authors, all active teachers and experts in the strategic management field, use a unique model to illustrate how real-world businesses use strategic management to build a sustained competitive advantage. The text includes current and relevant examples, outstanding figures and models, and a wide selection of critical issues you will confront as rising professionals in today's evolving business environment.

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