



Contemporary Strategy Analysis Text Only

By Robert M. Grant



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Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text.

In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations.

The interactive e-book previously included with the 8th edition of this textbook is no longer available. The resources offered in this e-book are available by accessing the book companion site.

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About the Author

Robert M. Grant is the Eni Professor of Strategic Management at Bocconi University in Milan, and a Visiting Professor at Georgetown University and City University, London.

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