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Section A: Concepts and Techniques for Crafting and Executing Strategy Section A: Introduction and Overview 1 What is Strategy and Why is it Important 2. Charting a Company's Direction 3. Evaluating a Company's External Environment Section B: Core Concepts and Analytical Tools 3. Evaluating a Company's External Environment 4. Evaluating a Company's Resources, Capabilities, and Competitiveness

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VIII. Why are Crafting and Executing Strategy Important? 1. Crafting and executing strategy are top priority managerial tasks for one very big reason: High-achieving enterprises are nearly always the product of astute, creative, and proactive strategy making. 2. Good Strategy + Good Strategy Execution = Good Management a. Crafting and executing strategy are core management functions. b.

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Presenting the most recent developments in research and strategy, this text applies these theories and illustrates their implementation in business cases.

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from the perspective of both single-business and multi-business strategies -- Publisher's webpage.

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!

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