



Corporate Strategy: A Resource-Based Approach

By David J. Collis, Cynthia A. Montgomery

[Download now](#)

[Read Online](#) 

Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery

Corporate Strategy by Collis and Montgomery employs a single consistent framework for the analysis of corporate-level strategy. Based on the latest research in the resource-based view of the firm and organizational economics, it develops a rigorous approach to the many important issues surrounding the scope of the firm. Starting from the analysis of how valuable resources contribute to the competitive advantage of a single business, the book progresses through the analysis of scale, scope and vertical integration within an industry, to the treatment of diversification and the management of multi-business firms. As such, it perfectly complements those required strategy courses that develop the notions of strategy as the internal consistency and external positioning of single business firms. This new edition has been completely updated, including a new chapter on corporate transformation.

 [Download Corporate Strategy: A Resource-Based Approach ...pdf](#)

 [Read Online Corporate Strategy: A Resource-Based Approach ...pdf](#)

Corporate Strategy: A Resource-Based Approach

By David J. Collis, Cynthia A. Montgomery

Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery

Corporate Strategy by Collis and Montgomery employs a single consistent framework for the analysis of corporate-level strategy. Based on the latest research in the resource-based view of the firm and organizational economics, it develops a rigorous approach to the many important issues surrounding the scope of the firm. Starting from the analysis of how valuable resources contribute to the competitive advantage of a single business, the book progresses through the analysis of scale, scope and vertical integration within an industry, to the treatment of diversification and the management of multi-business firms. As such, it perfectly complements those required strategy courses that develop the notions of strategy as the internal consistency and external positioning of single business firms. This new edition has been completely updated, including a new chapter on corporate transformation.

Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery Bibliography

- Sales Rank: #119367 in Books
- Brand: Example Product Brand
- Published on: 2004-07-14
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .56" w x 7.00" l, 1.00 pounds
- Binding: Paperback
- 284 pages

 [Download Corporate Strategy: A Resource-Based Approach ...pdf](#)

 [Read Online Corporate Strategy: A Resource-Based Approach ...pdf](#)

Download and Read Free Online Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery

Editorial Review

About the Author

David J. Collis, Frederick Frank Adjunct Professor of International Business Administration, Yale School of Management: Professor Collis is associate professor of business administration at Harvard Business School. His research focuses on corporate strategy and global competition. At Harvard, he jointly developed the second year MBA elective course on corporate strategy, and in 1996 was rated the top teacher among all strategy faculty. He is a strategic consultant to the top management of major U.S. and U.K. corporations, and participates in in-house management education programs for multinational companies. Ph.D. Harvard University

Users Review

From reader reviews:

Ann Gross:

This Corporate Strategy: A Resource-Based Approach book is not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is actually information inside this book incredible fresh, you will get details which is getting deeper an individual read a lot of information you will get. This specific Corporate Strategy: A Resource-Based Approach without we understand teach the one who looking at it become critical in contemplating and analyzing. Don't end up being worry Corporate Strategy: A Resource-Based Approach can bring if you are and not make your tote space or bookshelves' turn out to be full because you can have it in your lovely laptop even cell phone. This Corporate Strategy: A Resource-Based Approach having good arrangement in word in addition to layout, so you will not sense uninterested in reading.

Jessica Ball:

Do you really one of the book lovers? If yes, do you ever feeling doubt when you are in the book store? Make an effort to pick one book that you find out the inside because don't ascertain book by its deal with may doesn't work the following is difficult job because you are frightened that the inside maybe not while fantastic as in the outside look likes. Maybe you answer could be Corporate Strategy: A Resource-Based Approach why because the amazing cover that make you consider with regards to the content will not disappoint you actually. The inside or content is fantastic as the outside or maybe cover. Your reading sixth sense will directly show you to pick up this book.

Marcella Aragon:

This Corporate Strategy: A Resource-Based Approach is great reserve for you because the content and that is full of information for you who else always deal with world and possess to make decision every minute. That book reveal it data accurately using great organize word or we can claim no rambling sentences within it. So if you are read the item hurriedly you can have whole information in it. Doesn't mean it only offers you

straight forward sentences but tricky core information with attractive delivering sentences. Having Corporate Strategy: A Resource-Based Approach in your hand like having the world in your arm, facts in it is not ridiculous just one. We can say that no publication that offer you world within ten or fifteen minute right but this reserve already do that. So , it is good reading book. Hello Mr. and Mrs. occupied do you still doubt in which?

Meghan Drucker:

What is your hobby? Have you heard that will question when you got scholars? We believe that that issue was given by teacher to their students. Many kinds of hobby, All people has different hobby. Therefore you know that little person just like reading or as looking at become their hobby. You should know that reading is very important and book as to be the point. Book is important thing to add you knowledge, except your teacher or lecturer. You see good news or update about something by book. A substantial number of sorts of books that can you choose to adopt be your object. One of them is this Corporate Strategy: A Resource-Based Approach.

**Download and Read Online Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery
#2RYT06CF9VL**

Read Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery for online ebook

Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery books to read online.

Online Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery ebook PDF download

Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery Doc

Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery Mobipocket

Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery EPub

2RYT06CF9VL: Corporate Strategy: A Resource-Based Approach By David J. Collis, Cynthia A. Montgomery