



Strategic Management and Competitive Advantage: Concepts, 3rd Edition

By Jay Barney, William S Hesterly

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Core strategic management concepts without the excess.

Just the essentials—*Strategic Management and Competitive Advantage* strips out excess by only presenting material that answers the question: does this concept help students analyze real business situations? This carefully crafted approach provides students with all the tools necessary for strategic analysis.

The third edition continues to be integrated around the highly successful VRIO framework while incorporating an entire chapter devoted to international management.

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