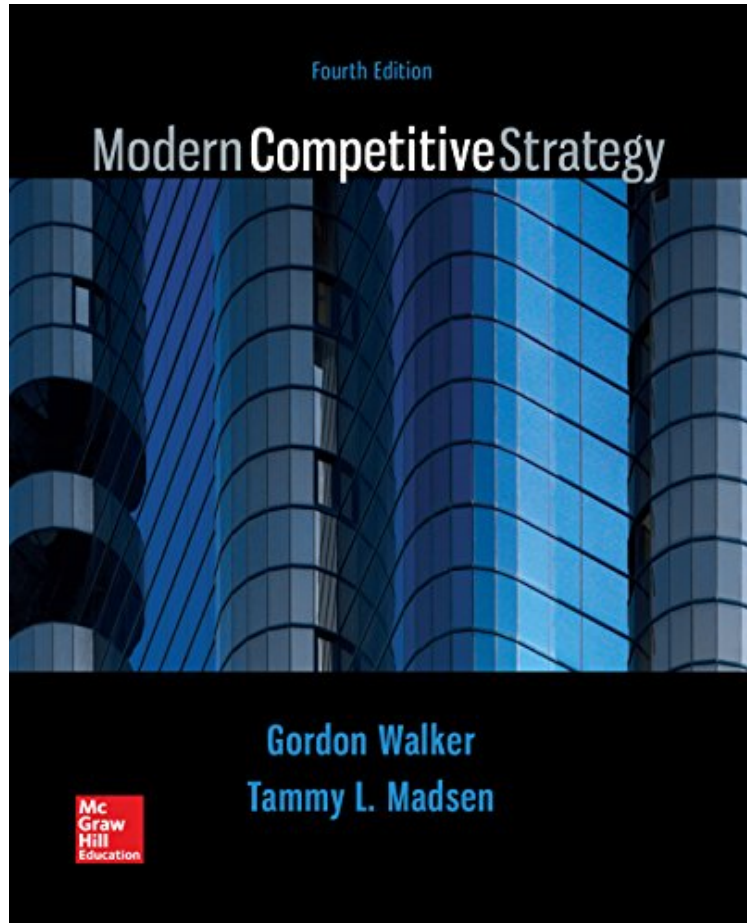


[Free] Modern Competitive Strategy

# Modern Competitive Strategy

Gordon Walker

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Modern Competitive Strategy, 4e focuses on what makes firms successful over time, ultimately within industries that are global in scope. It is meant to be comprehensive yet succinct, discipline-based yet practical, highly general yet applicable to currently emerging industries - all of this, we hope, without sacrificing quality of content or style. It is intended to be appropriate for teaching at all levelsAtilde;cent;acirc;sbquo;not;acirc;euro;undergraduate, MBA, and EMBA - and to be understandable to students both with and without business experience. To this end, it serves as a relatively complete introduction to strategy as an academic and practical discipline. Furthermore, it is flexible in its fit

to course length - module, quarter, or semester.

About the Author Professor and Chairman of the Strategy and Entrepreneurship Department at the Edwin L. Cox School of Business at Southern Methodist University. He received his BA from Yale University and an MBA and PhD from the Wharton School, University of Pennsylvania. Dr. Walker has previously taught at the Sloan School, MIT; at the Wharton School, University of Pennsylvania; and at Yale University. The author of numerous articles, he is on the editorial boards of Administrative Science Quarterly and Strategic Organization. He has received several grants from the National Science Foundation. Tammy L. Madsen (Ph.D., UCLA) is Associate Professor of Strategy in the Management Department at the Leavey School of Business, Santa Clara University. Her research interests are at the intersection of strategy, innovation, and organizational evolution. She is currently engaged in studies on temporary advantage and competitive heterogeneity; distributed innovation; industry dynamics following institutional change; and ecosystem evolution and regional development. Her research has received various awards from the Business Policy Strategy (BPS) Division of the Academy of Management, including The Glueck Best Paper Award, and appears in outlets such as: Strategic Management Journal, Organization Science, Industrial and Corporate Change, Journal of Management Studies, and Journal of Knowledge Management. Tammy previously served in a 5-year leadership role for the BPS Division, the largest international association for faculty in the Strategy field, and has served in a similar capacity for the College of Organization Science, Institute for Operations Research and Management Science. She also has served on the BPS Division's Research and Executive Committees and in 2002, was selected as a Western Academy of Management Ascendant Scholar. Tammy serves on the editorial review boards of the Academy of Management, Organization Science, and Strategic Management Journal and has served as a co editor for Special Issues of the Strategic Management Journal and the Journal of Management Studies. She teaches in the areas of strategy, innovation (crowdsourcing, ecosystems), and entrepreneurship in the MBA, Executive MBA and Executive Development programs at SCU where she has received the President's Special Recognition Award and the Leavey School's Extraordinary Faculty Awards (2000-2012) for outstanding research, teaching and service performance. Tammy also holds a B.S. in Mechanical Engineering (UC Santa Barbara) and a M.S. in Systems Management (USC). Prior to joining SCU, she was member of the faculty at Southern Methodist University. She began her professional career as a test and evaluation engineer for the weapon control systems on the F14 aircraft and subsequently worked as a design engineer and program manager at Delco Electronics, General Motors.