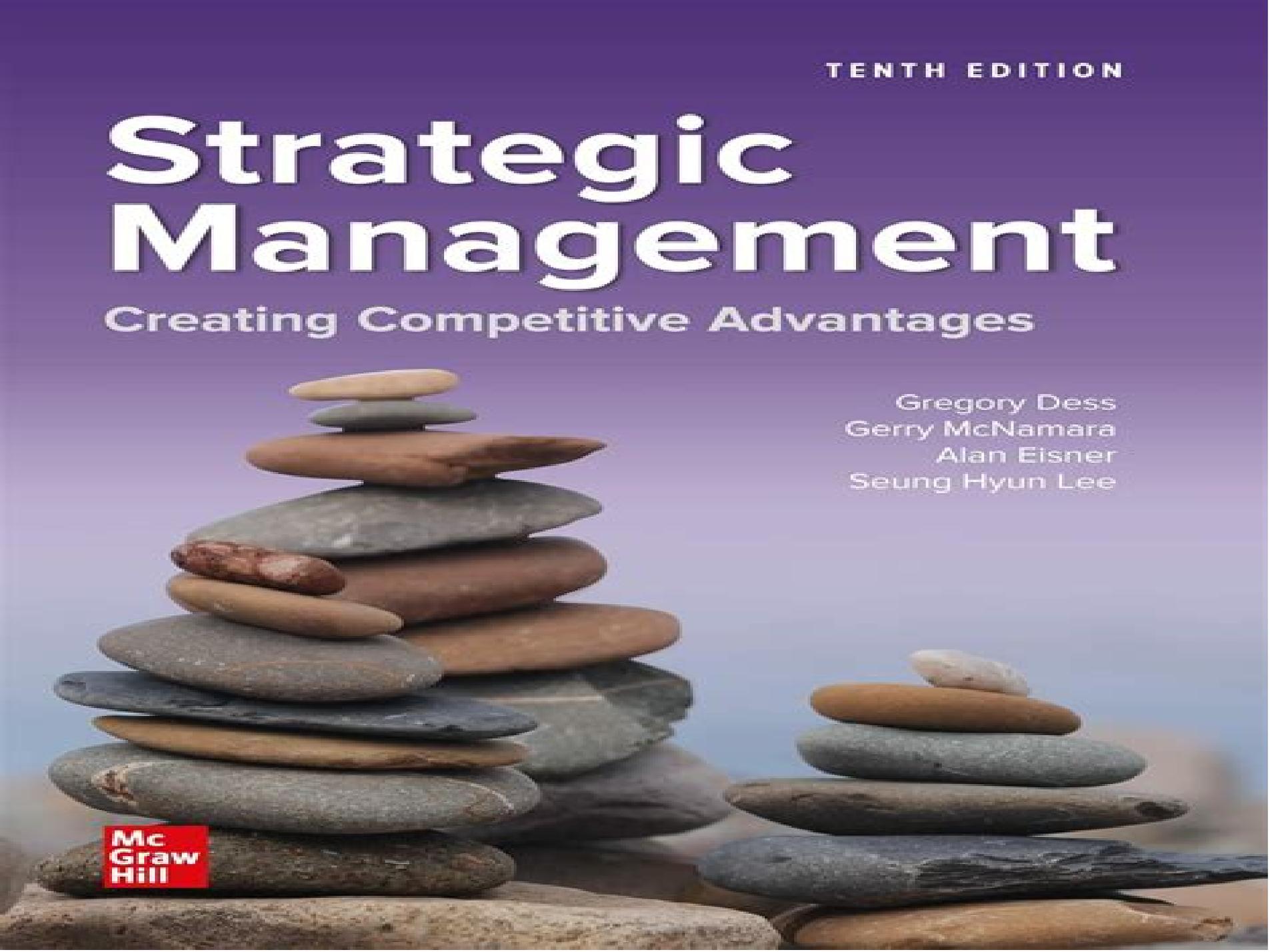


TENTH EDITION

Strategic Management

Creating Competitive Advantages

Gregory Dess
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written by authors Dess McNamara Eisner and Lee continues its tradition of being readable relevant and rigorous Its engaging writing style minimizes jargon to maximize readability It provides examples from management practice and societal themes including environmental sustainability ethics globalization entrepreneurship and data analytics to make the content relevant It draws on the latest research by management scholars and insights from executives to balance accessibility with rigor They provide separate chapters on the role of intellectual assets in value creation Ch 4 entrepreneurial strategy and competitive dynamics Ch 8 and fostering entrepreneurship in established organizations Ch 12 This version includes the all the text and 38 cases

Competitive Strategy for Media Firms Sylvia M. Chan-Olmsted,2006-08-15 Competitive Strategy for Media Firms introduces the concepts and analytical frameworks of strategic and brand management and illustrates how they can be adapted according to the characteristics of distinct media products Working from the premise that all media firms must strategize in response to the continuing evolution of new media author Sylvia M Chan Olmsted offers applications of common business approaches to the products and components of the electronic media industry and provides empirical examinations of broadcast multichannel media enhanced television broadband communications and global media conglomerate markets This insightful and timely volume provides a thorough review of current concepts and industry practices and serves as an essential primer for the application of business models in media contexts As a realistic and integrated approach to media industry studies this volume has much to offer researchers scholars and graduate students in media economics and management and will be an important reference for industry practitioners

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