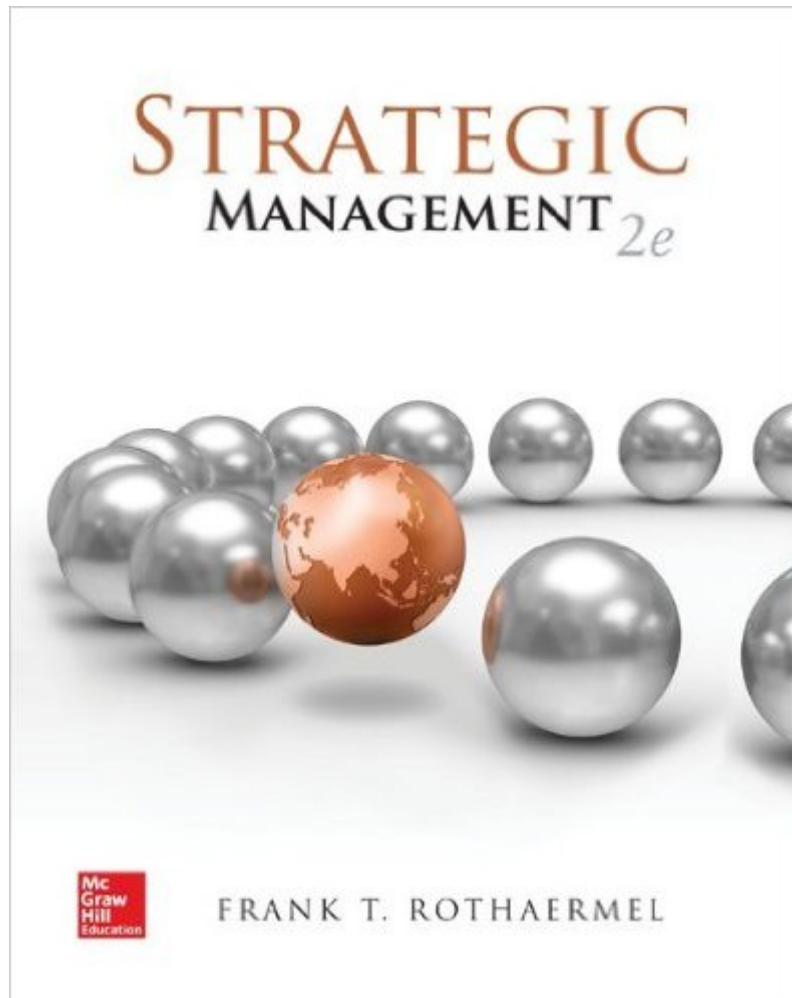


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# Strategic Management: Concepts



## Synopsis

Strategic Management: Concepts 2e by Frank T. Rothaermel combines quality and user-friendliness with rigor and relevance by synthesizing theory, empirical research, and practical applications in this new edition, which is designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. With a single, strong voice that weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights, to teach students how companies gain and sustain competitive advantage. OneBook...OneVoice...OneVision

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## Customer Reviews

I'm a professor of strategy, and have been teaching Strategic Management for undergraduates, MBAs, and executives (in and outside the U.S.) for over 10 years, and never found a text that satisfied my desire to present top-notch material in a synthesized fashion. But I now have found this book--Frank Rothaermel's new Strategic Management text is really a brand-new text that makes a quantum leap forward in presenting cutting edge theory and examples leveraging the unique intersection of theory/concepts, empirical research, and practical application. Strategic management is about superior positioning for competitive advantage, and no other book on the market except Frank's has been able to position itself in this sweet spot. Not to mention the cutting edge examples that today's students can relate to (Facebook, Tesla Motors, Apple, BYD, Tata Group, and so on). Another great differentiator is that Frank wrote not only 12 MiniCases (great to get discussion

started) but also 15 full-length cases that are perfectly integrated with the text to teach concepts and frameworks presented therein. The full-length cases also come with financial data already prepared in spreadsheets for ratio analysis, another first in the strategy textbook industry. Clearly, Frank's book is unique on many dimensions and has carved out a valuable, rare, and hard if not impossible to imitate strategic position in the textbook market combined with fully integrated and innovative example and exercises. It is not just a textbook but a new generation strategy teaching product that will make even novices look like rock stars. And students just "love" the content--how often do you find that emotional reaction about college textbooks?

I'm a tenure track professor of strategy with many prior years of industry work experience and I have reviewed many textbooks trying to find a good match for my students at the undergraduate, masters and executive levels. Until this book, I have not been successful in this search. I knew that I liked Frank Rothaermel's new textbook "Strategic Management" when I had a chance to review an early version of it myself. It has great examples and very crisp yet rigorous strategic concepts throughout the book. The text also has an entire chapter on innovation which I believe is quite important for our students to consider as they graduate and get into today's workforce. The book has a wonderful and unique chapter on three different lenses of viewing or measuring competitive advantage. I personally like the pithy chapter openers which not only relate to the material in each chapter but also have a 'case closing thoughts' for each chapter to bring the ideas home for the students. The 'strategy highlights' are another of my favorite features. They are excellent ice breakers for class discussions. Students love the examples of Threadless, Starbucks, Nintendo and Pixar and Frank has done a great job of tying the exemplar firm's to the tool and topics in each chapter. What surprised me however was the degree that my students related to Dr. Rothaermel's textbook. Until using this text I have rarely if ever seen comments like this in the "what did you like about the course?" student evaluations... "The textbook was easy to read and had great current examples that made it easier to understand.", "Not only was the text extremely useful, but it applied to everything we did.", "the textbook was NOT boring, it included up-to-date information about companies that was very interesting".

Strategic Management by Frank Rothaermel is a rare find - a great strategy book for the classroom, and an equally useful book for the manager/practitioner in the field. I spent over 20 years in the field working in corporations, small to medium sized business, and starting and running my own businesses. Rothaermel's book on strategy finally replaced my worn out copies of Michael Porter's

books on strategy as my 'go-to books' that I used as my strategy guides at GE and AT&T in the field. After completing my PhD in strategy I have used many textbooks at the undergraduate and graduate level. When the McGraw-Hill team shared with me that 'yet another' strategy book was coming out I admit I was skeptical. When I heard Frank Rothaermel was involved I agreed to review it and give it a try. I have had great success using the book the last two semesters in an undergraduate class of over 400 students, and with over 100 graduate students. There are a number of good strategy books on the market - what gives this book a competitive advantage? In my opinion, and based on my experience using the book, there are several points: 1) It is clearly written, the concepts are logically connected together, and the mini-cases are well chosen for each chapter to illustrate key points. My students actually enjoyed reading the book! 2) Rothaermel does an excellent job integrating Porter's five forces/industry structure framework and the resource based view concepts from Barney - few books give such a balanced treatment of the two views that are fundamental to understanding strategy. 3) Frank includes a quantitative view of how to determine a firm's competitive advantage (see chapter 5 - if you are a follower of M.

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