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Pearce has taught at Penn State University, West Virginia University, the University of Malta as the Fulbright Senior Professor in international Management, and at the University of South Carolina where he was Director of Ph.D. Programs in Strategic Management.

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Strategic Management: Pearce, John, Robinson, Richard ...

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Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout Strategic Management, 12e. Pearce and Robinson have retained high level of academic credibility and market-leading emphasis on strategic practice with this edition. This text continues to have strong support from longtime adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical, systematic approach. The 12th edition offers 30 cases with a mixture of small and large firms; start-ups and industry leaders; global and domestically focused companies; and service, retail, manufacturing, technology, and diversified activities. Pearce and Robinson continue to use a unique pedagogical model they created to provide logic and structure to its treatment of strategic management which in turn makes the material more easily organized by the instructor and learned by the student.

The fourteenth edition of Strategic Management continues to emphasize on planning for domestic and global competition that is integral to strategic decision-making. This revised edition is specially designed to accommodate the needs of strategic management students worldwide. The unique pedagogy reflects strategic analysis and innovation at different organizational levels. Real business situations from around the world, in both large and small entrepreneurial companies, are evident in the form of 25 globally engaged cases, 57 Global Strategy in Action (NEW), 35 Strategy in Action (NEW) modules. Salient Features: - Globalization as a central theme - Focus on business ethics and corporate social responsibility - Special sections covering regulations in India such as Consumer Protection Act, Environment Protection Act, etc. - Innovation and entrepreneurship frameworks to guide strategic decisions that accelerate

Organizational success crucially depends on having a superior strategy and effectively implementing it. Companies that outperform their rivals typically have a better grasp of what customers value, who their competitors are, and how they can create an enduring competitive advantage. Successful strategies reflect a solid grasp of relevant forces in the external and competitive environment, a clear strategic intent, and a deep understanding of a company's core competencies and assets. Generic strategies rarely propel a firm to a leadership position. Knowing where to go and ending carefully considered, creative ways of getting there are the hallmarks of successful strategy.

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