

BRIEF CONTENTS



<i>Author Biography</i>	xiii
<i>Preface to the Twelfth Edition</i>	xv
<i>An Interactive, Multimedia Learning Experience</i>	xvii
<i>Matching Cases to Chapters</i>	xix
PART I INTRODUCTION	1
1 The Concept of Strategy	3
PART II THE TOOLS OF STRATEGY ANALYSIS	29
2 Goals, Values, and Performance	31
3 Industry Analysis: The Fundamentals	56
4 Industry Analysis: Dynamics of Industry and Competition	78
5 Analyzing Resources and Capabilities	93
6 Organization Structure and Management Systems: The Fundamentals of Strategy Implementation	115
PART III BUSINESS STRATEGY AND THE QUEST FOR COMPETITIVE ADVANTAGE	135
7 The Sources and Dimensions of Competitive Advantage	137
8 Industry Evolution and Strategic Change	166
9 Technology-Based Industries and the Management of Innovation	192
PART IV CORPORATE STRATEGY	221
10 Vertical Integration and the Scope of the Firm	223
11 Global Strategy and the Multinational Corporation	240

12 Diversification Strategy	267
13 Implementing Corporate Strategy: Managing the Multibusiness Firm	283
Appendix: External Growth Strategies: Mergers, Acquisitions, Alliances	303
14 Current Trends in Strategic Management	311

CASES TO ACCOMPANY CONTEMPORARY STRATEGY ANALYSIS, TWELFTH EDITION

<i>Glossary</i>	<i>G-1</i>
<i>Index</i>	<i>I-1</i>