

# Brief Contents

Preface, xiv

About the Authors, xx

## **Part 1:** Strategic Management Inputs 2

1. Strategic Management and Strategic Competitiveness, 2
2. The External Environment: Opportunities, Threats, Industry Competition, and Competitor Analysis, 36
3. The Internal Organization: Resources, Capabilities, Core Competencies, and Competitive Advantages, 74

## **Part 2:** Strategic Actions: Strategy Formulation 104

4. Business-Level Strategy, 104
5. Competitive Rivalry and Competitive Dynamics, 142
6. Corporate-Level Strategy, 176
7. Merger and Acquisition Strategies, 208
8. International Strategy, 238
9. Cooperative Strategy, 278

## **Part 3:** Strategic Actions: Strategy Implementation 310

10. Corporate Governance, 310
11. Organizational Structure and Controls, 344
12. Strategic Leadership, 382
13. Strategic Entrepreneurship, 416

## **Part 4:** Case Studies C-1

Name Index, I-1

Company Index, I-21

Subject Index, I-24