

## Strategic Management: Creating Competitive Advantages

Gregory Dess, Alan Eisner, G.T. (Tom) Lumpkin, Gerry McNamara



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*Strategic Management: Creating Competitive Advantage*, Seventh Edition, written by the well respected authors Dess/Lumpkin/Eisner/McNamara provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such intellectual assets, entrepreneurship, innovation, knowledge management, internet strategies, crowdsourcing, environmental sustainability. The accessible writing style and wealth of new and updated illustrations, which clarify the most difficult topics, make this title an excellent resource for your students.

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