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The book is full of contemporary case studies that include a balanced mix of theory and application in strategic management. This new edition provides a very useful tools and resources to the increasingly important discipline of strategic management. Foundations of Strategy” explains current theory clearly and carefully, with a good range of examples.

Foundations of Strategy :: Home

Foundations of Strategy is a new concise text aimed at both undergraduate students and Masters students. With the needs of these students in mind, Robert Grant and Judith Jordan write in an accessible style, with a clear, comprehensive approach and sound theoretical depth.

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My search for a suitable textbook led me to Robert Grant's Contemporary Strategy Analysis, which I found to be the best strategy textbook ever written. However, Foundations of Strategy goes even one step further in meeting my expectations, as it is concise, very well-written, and covers all the important topics in a balanced and interesting manner.

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Foundations of Strategy :: Teaching and Student Resources

Foundations of Strategy: Authors: Robert M. Grant, Judith J. Jordan, Phil Walsh; Publisher: Wiley, 2015; ISBN: 1119050197, 9781119050193; Length: 416 pages; Subjects

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