



Contemporary Strategy Analysis: Text and Cases

By Robert M. Grant

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Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text.

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Editorial Review

From the Back Cover

"In the strategic management textbook jungle, *Contemporary Strategy Analysis* stands up by its clarity and completeness. Its fluid style and vivid case examples will help students at all levels to easily grasp even the most complex issues."

—**Olivier Furrer, Nijmegen School of Management, The Netherlands**

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Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality. In this eighth edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. The latest edition also incorporates some of the key strategic challenges of today including: post-financial crisis adjustment; the continuing rise of China, India, and Brazil; and the increased emphasis on ethics and sustainability. Additional coverage is provided on strategy adopted by not-for-profit organizations.

This text and cases combined volume includes over twenty full-length cases all written by Robert Grant, enabling students to apply concepts and techniques of strategy analysis to real-life situations. The cases, which have been completely updated, include several entirely new to this edition.

Contemporary Strategy Analysis, Eighth Edition, is suitable for both MBA and advanced undergraduate students. The textbook has been adopted by leading business schools all across the world.

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About the Author

Robert M. Grant is the Eni Professor of Strategic Management at Bocconi University in Milan, and a Visiting Professor at Georgetown University and City University, London.

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