



# Contemporary Strategy Analysis Text Only

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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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.

*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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