



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.

In this new edition several topics have increased emphasis including: platform-based competition and 'ecosystems' of related industries; the role of strategy making processes/practices; mergers, acquisitions and alliances; and additional emphasis on strategy implementation.

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Editorial Review

From the Back Cover

“One of the world’s best strategy textbooks. Grant is able to blend the latest strategy research with a plethora of practical examples and learning opportunities. I thoroughly recommend.”

Dr Andrew Wild, Nottingham University Business School, UK

“Whereas most strategic management textbooks are growing bigger and bigger and are becoming more and more difficult to read, Robert Grant’s Contemporary Strategy Analysis strikes by its clarity and readability; always to the point, with enough examples to really understand the concepts and tools, and enough references to dig deeper when necessary. A great book.”

Olivier Furrer, University of Fribourg, Switzerland

Contemporary Strategy Analysis, 9th edition, is the latest installment of Robert M. Grant’s widely adopted and internationally acclaimed book on strategy analysis in a business context. An ideal study companion for MBA and advanced undergraduate courses, Grant employs his vibrant and accessible writing style to introduce the core concepts and principles of strategy analysis, whilst combining a rigorous approach to business strategy with highly relevant illustrations of current practice. The rich collection of contemporary examples which run throughout the book present an in-depth focus on strategy implementation, particularly the pressures on companies to reconcile scale economies with entrepreneurial flexibility, innovation with cost-efficiency and globalization with local responsiveness.

The 9th edition is fully revised and updated to include greater emphasis on strategy implementation, platform-based competition and industry “ecosystems”, the role of strategy-making processes and practices, and mergers, acquisitions and alliances.

Contemporary Strategy Analysis comes equipped with a strong package of additional teaching materials, including author videos, PowerPoint slides, instructor’s manual, testbank and case teaching notes, all of which can be found at www.wiley.com/college/grant.

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. His previous faculty positions included London Business School, California Polytechnic, University of British Columbia, and University of St Andrews. His business experience ranges from manufacturing tires (Firestone) and meat pies (Kraft Foods) to strategy consulting with companies such as Eni and American Express.

About the Author

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