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Nota di contenuto	Cover -- Table of Contents -- 1. Introduction: What is Strategy? -- 2. Firm Performance and Competitive Advantage -- 3. Evaluating Environmental Threats -- 4. Evaluating Environmental Opportunities -- 5. Evaluating Firm Strengths and Weaknesses: The Resource-Based View -- 6. Product Differentiation -- 7. Cost Leadership -- 8. Flexibility: Real Options Analysis Under Risk and Uncertainty -- 9. Tacit Collusion: Cooperation to Reduce Competition -- 10. Vertical Integration Strategies -- 11. Diversification Strategies -- 12. Implementing Corporate Diversification -- 13. Merger and Acquisition Strategies -- 14. Strategic Alliances -- 15. International Strategies -- 16. Bibliography -- Index.
Sommario/riassunto	For courses in Graduate Strategic Management. Explore the most up-to-date research in the field of strategic management. Gaining and Sustaining Competitive Advantage provides students and practitioners with the most up-to-date research in a way that helps them see how the concepts can be applied to the real business world. Barney explores the impact of the recent global business changes in relation to the competitive context of firms and their ability to generate and sustain competitive advantages. The fourth edition has been thoroughly updated to include the latest research in the field.

