1. Record Nr. UNINA9910154775403321 Barney Jay B. Autore Titolo Strategic management and competitive advantage: concepts and cases // Jay B. Barney, William S. Hesterly Boston:,: Pearson,, [2015] Pubbl/distr/stampa ©2015 **ISBN** 1-292-07008-0 Edizione [Fifth edition, Global edition.] Descrizione fisica 1 online resource (594 pages) Disciplina 658.4012 Soggetti Strategic planning Business planning Industrial management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Includes indexes. Nota di contenuto Cover -- Title -- Copyright -- Contents -- Part 1 The Tools of Strategic Analysis -- Chapter 1 What Is Strategy and the Strategic Management Process? -- Opening Case: Why Are These Birds So Angry? -- Strategy and the Strategic Management Process -- Defining Strategy -- The Strategic Management Process -- What Is Competitive Advantage? -- Research Made Relevant: How Sustainable Are Competitive Advantages? -- The Strategic Management Process, Revisited -- Measuring Competitive Advantage -- Accounting Measures of Competitive Advantage -- Strategy in Depth: The Business Model Canvas -- Economic Measures of Competitive Advantage -- The Relationship Between Economic and Accounting Performance Measures -- Emergent Versus Intended Strategies -- Ethics and Strategy: Stockholders Versus Stakeholders -- Strategy in the Emerging Enterprise: Emergent Strategies and Entrepreneurship -- Why You Need to Know About Strategy -- Summary -- Challenge Questions --Problem Set -- End Notes -- Chapter 2 Evaluating a Firm's External Environment -- Opening Case: iTunes and the Streaming Challenge --

> Understanding a Firm's General Environment -- The Structure-Conduct-Performance Model of Firm Performance -- Ethics and

Strategy: Is a Firm Gaining a Competitive Advantage Good for Society? -- A Model of Environmental Threats -- Threat from New Competition

-- Strategy in Depth: Environmental Threats and the S-C-P Model --Threat from Existing Competitors -- Threat of Substitute Products --Threat of Supplier Leverage -- Threat from Buyers' Influence --Environmental Threats and Average Industry Performance -- Another Environmental Force: Complementors -- Research Made Relevant: The Impact of Industry and Firm Characteristics on Firm Performance --Industry Structure and Environmental Opportunities -- Opportunities in Fragmented Industries: Consolidation. Opportunities in Emerging Industries: First-MoverAdvantages --Opportunities in Mature Industries: Product Refinement, Service, and Process Innovation -- Strategy in the Emerging Enterprise: Microsoft Grows Up -- Opportunities in Declining Industries: Leadership, Niche, Harvest, and Divestment -- Summary -- Challenge Questions --Problem Set -- End Notes -- Chapter 3 Evaluating a Firm's Internal Capabilities -- Opening Case: When a Noun Becomes a Verb -- The Resource-Based View of the Firm -- What Are Resources and Capabilities? -- Critical Assumptions of the Resource-Based View --Strategy in Depth: Ricardian Economics and the Resource-Based View -- The VRIO Framework -- The Question of Value -- Strategy in the Emerging Enterprise: Are Business Plans Good for Entrepreneurs? --Ethics and Strategy: Externalities and the Broader Consequences of Profit Maximization -- The Question of Rarity -- The Question of Imitability -- The Question of Organization -- Research Made Relevant: Strategic Human Resource Management Research -- Applying the VRIO Framework -- Applying the VRIO Framework to Southwest Airlines --Imitation and Competitive Dynamics in an Industry -- Not Responding to Another Firm's Competitive Advantage -- Changing Tactics in Response to Another Firm's Competitive Advantage -- Changing Strategies in Response to Another Firm's Competitive Advantage --Implications of the Resource-Based View -- Where Does the Responsibility for Competitive Advantage in a Firm Reside? --Competitive Parity and Competitive Advantage -- Difficult-to-Implement Strategies -- Socially Complex Resources -- The Role of Organization -- Summary -- Challenge Questions -- Problem Set --End Notes -- Part 2 Business-Level Strategies -- Chapter 4 Cost Leadership -- Opening Case: The World's Lowest-Cost Airline -- What Is Business-Level Strategy? -- What Is Cost Leadership?. Sources of Cost Advantages -- Research Made Relevant: How Valuable Is Market Share-Really? -- Ethics and Strategy: The Race to the Bottom -- The Value of Cost Leadership -- Cost Leadership and Environmental Threats -- Strategy in Depth: The Economics of Cost Leadership --Cost Leadership and Sustained Competitive Advantage -- The Rarity of Sources of Cost Advantage -- The Imitability of Sources of Cost Advantage -- Organizing to Implement Cost Leadership -- Strategy in the Emerging Enterprise: The Oakland A's: Inventing a New Way to Play Competitive Baseball -- Organizational Structure in Implementing Cost Leadership -- Management Controls in Implementing Cost Leadership -- Compensation Policies and Implementing Cost Leadership Strategies -- Summary -- Challenge Questions -- Problem Set -- End Notes --Chapter 5 Product Differentiation -- Opening Case: Who Is Victoria, and What Is Her Secret? -- What Is Product Differentiation? -- Bases of Product Differentiation -- Research Made Relevant: Discovering the Bases of Product Differentiation -- Product Differentiation and Creativity -- The Value of Product Differentiation -- Product Differentiation and Environmental Threats -- Strategy in Depth: The Economics of Product Differentiation -- Product Differentiation and Environmental Opportunities -- Product Differentiation and Sustained Competitive Advantage -- Rare Bases for Product Differentiation --

Implement Product Differentiation -- Organizational Structure and Implementing Product Differentiation -- Management Controls and Implementing Product Differentiation -- Strategy in the Emerging Enterprise: Going in Search of Blue Oceans -- Compensation Policies and Implementing Product Differentiation Strategies. Can Firms Implement Product Differentiation and Cost Leadership Simultaneously? -- No: These Strategies Cannot Be Implemented Simultaneously -- Yes: These Strategies Can Be Implemented Simultaneously -- Summary -- Challenge Questions -- Problem Set --End Notes -- Part 3 Corporate Strategies -- Chapter 6 Vertical Integration -- Opening Case: Outsourcing Research -- What Is Corporate Strategy? -- What Is Vertical Integration? -- The Value of Vertical Integration -- Strategy in Depth: Measuring Vertical Integration -- Vertical Integration and the Threat of Opportunism -- Vertical Integration and Firm Capabilities -- Vertical Integration and Flexibility -- Applying the Theories to the Management of Call Centers --Research Made Relevant: Empirical Tests of Theories of Vertical Integration -- Integrating Different Theories of Vertical Integration --Vertical Integration and Sustained Competitive Advantage -- The Rarity of Vertical Integration -- Ethics and Strategy: The Ethics of Outsourcing -- The Imitability of Vertical Integration -- Organizing to Implement Vertical Integration -- Organizational Structure and Implementing Vertical Integration -- Strategy in the Emerging Enterprise: Oprah, Inc. -- Management Controls and Implementing Vertical Integration --Compensation in Implementing Vertical Integration Strategies --Summary -- Challenge Questions -- Problem Set -- End Notes --Chapter 7 Corporate Diversification -- Opening Case: The Worldwide Leader -- What Is Corporate Diversification? -- Types of Corporate Diversification -- Limited Corporate Diversification -- Related Corporate Diversification -- Unrelated Corporate Diversification -- The Value of Corporate Diversification -- What Are Valuable Economies of Scope? -- Research Made Relevant: How Valuable Are Economies of Scope, on Average?. Strategy in the Emerging Enterprise: Gore-Tex and Guitar Strings --Can Equity Holders Realize These Economies of Scope on Their Own? --Ethics and Strategy: Globalization and the Threat of the Multinational Firm -- Corporate Diversification and Sustained Competitive Advantage -- Strategy in Depth: Risk-Reducing Diversification and a Firm's Other Stakeholders -- The Rarity of Diversification -- The Imitability of Diversification -- Summary -- Challenge Questions -- Problem Set --End Notes -- Chapter 8 Organizing to Implement Corporate Diversification -- Opening Case: And Then There Is Berkshire Hathaway -- Organizational Structure and Implementing Corporate Diversification -- The Board of Directors -- Strategy in Depth: Agency Conflicts Between Managers and Equity Holders -- Research Made Relevant: The Effectiveness of Boards of Directors -- Institutional Owners -- The Senior Executive -- Corporate Staff -- Division General Manager --Shared Activity Managers -- Management Controls and Implementing Corporate Diversification -- Evaluating Divisional Performance --Allocating Corporate Capital -- Transferring Inter mediate Products --Strategy in the Emerging Enterprise: Transforming Big Business into Entrepreneurship -- Compensation Policies and Implementing Corporate Diversification -- Ethics and Strategy: Do CEOs Get Paid Too Much? -- Summary -- Challenge Questions -- Problem Set -- End Notes -- Chapter 9 Strategic Alliances -- Opening Case: Breaking Up Is Hard to Do: Apple and Samsung -- What Is a Strategic Alliance? -- How

Ethics and Strategy: Product Claims and the Ethical Dilemmas in Health

Care -- The Imitability of Product Differentiation -- Organizing to

Do Strategic Alliances Create Value? -- Strategic Alliance Opportunities -- Strategy in Depth: Winning Learning Races -- Research Made Relevant: Do Strategic Alliances Facilitate Tacit Collusion? -- Alliance Threats: Incentives to Cheat on Strategic Alliances -- Adverse Selection -- Moral Hazard -- Holdup.
Strategy in the Emerging Enterprise: Disney and Pixar.

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