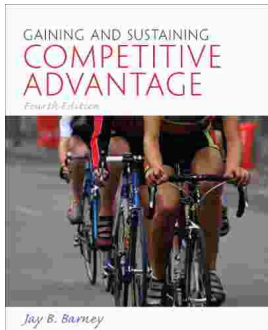


Gaining and Sustaining Competitive Advantage (4th Edition)



Gaining and Sustaining Competitive Advantage (4th Edition)


FZ-51713


USmix/Data/US-2010

4.5/5 From 885 Reviews

Jay Barney

ebooks | Download PDF | *ePub | DOC | audiobook

 Download

 Read Online

0 of 0 people found the following review helpful. Too many unnecessary words
By Anonimo This book has great variety of knowledge, but the unnecessary words are just too discouraging and time consuming. For example, opening of chapter 3 talks about chapter 1, 2, 4 and 5. If this book is edited to exclude repetition, it will be 100 pages instead of 500, and the relevant information will still be there.
0 of 0 people found the following review helpful.
New book
By J. Almond It was a required reading and it had some of the chapters out of order but had all the content needed for class.
0 of 0 people found the following review helpful. Well Explained Concepts
By Vincent Moroz The author writes in a way that explains the corporate concepts in a real-world fashion. As an operations manager I have been exposed to the concepts the book describes without understanding how much I truly understood. Barney's explanations tied the business concept to the job knowledge and left me with a clear and expanded view of the company and why the company makes the decisions it does. This is a superior product to what other similar strategy textbooks have provided me. The theory was there, but the emphasis was on big words not on complete real-world understanding. I strongly recommend this book for those who are studying strategic management and competitive advantage. I also strongly recommend finding second-hand copy here on as it was an excellent value and it delivered ahead of schedule.

Explore the most up-to-date research in the field of strategic management. Gaining and Sustaining Competitive Advantage provides readers 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 u ...