

INDIAN
EDITION



Strategic Management

Creating Competitive
Advantages

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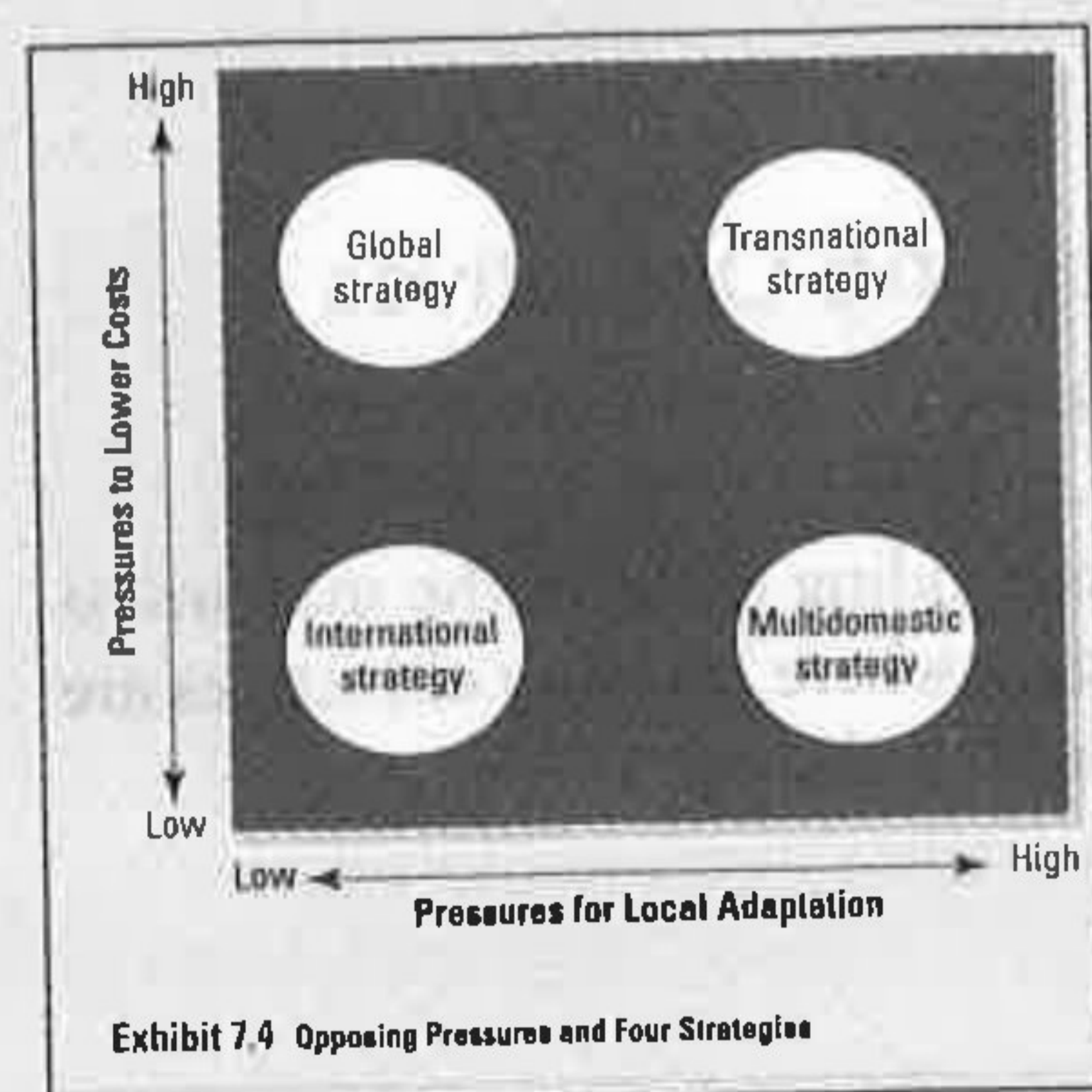


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Key Terms

Key Terms defined in the margins have been added to improve students' understanding of core strategy concepts.

human capital the individual capabilities, knowledge, skills, and experience of a company's employees and managers.



Exhibits

Both new and improved exhibits in every chapter provide visual presentations of the most complex concepts covered to support student comprehension.

Reflecting on Career Implications

This new section before the summary of every chapter consists of examples on how understanding of key concepts helps business students early in their careers.

Reflecting on Career Implications . . .

- **Creating the Environmentally Aware Organization:** In your career, what are some ways in which you can engage in scanning, monitoring, and intelligence gathering for future job opportunities? Consider, for example, subscribing to your field's professional publications and becoming actively involved in relevant professional organizations.
- **SWOT Analysis:** From a career standpoint, periodically evaluate your strengths and weaknesses as well as potential opportunities and threats to your career. In addition, strive to seek input from trusted peers and superiors.
- **General Environment:** Carefully evaluate the elements of the general environment facing your firm. Identify factors (e.g., rapid technological change) that can provide promising career opportunities as well as possibilities for you to add value for your organization. In doing this, don't focus solely on "internal factors" of your organization.
- **Five-Forces Analysis:** Consider the five forces affecting the industry within which your organization competes. If the "forces" are unfavorable, the long-term profit potential of the industry may be unattractive. And, there will likely be fewer resources available and—all other things being equal—fewer career opportunities.

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part 4 Case Analysis

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