BRIEF CONTENTS

PAI	RT ONE INTRODUCTION TO STRATEGIC MANAGEMENT	
1 2	Strategic Leadership: Managing the Strategy-Making Process for Competitive Advantage External Analysis: The Identification of Opportunities and Threats	40
PAI	RT TWO THE NATURE OF COMPETITIVE ADVANTAGE	
3 4	Internal Analysis: Resources and Competitive Advantage Competitive Advantage Through Functional-Level Strategies	76 107
PAI	RT THREE STRATEGIES	
5 6 7 8 9	Business-Level Strategy Business-Level Strategy and the Industry Environment Strategy and Technology Strategy in the Global Environment Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing Corporate-Level Strategy: Related and Unrelated Diversification	144 168 199 236 276 311
ΡΔΙ	RT FOUR IMPLEMENTING STRATEGY	
11 12	Corporate Governance, Social Responsibility, and Ethics Implementing Strategy Through Organization	350 389
PAI	RT FIVE CASES IN STRATEGIC MANAGEMENT	C-1
	Glossary	