

# CONTENTS IN BRIEF

---

## PART ONE / ANALYSIS 2

---

- CHAPTER 1** What Is Strategy? 4
- CHAPTER 2** Strategic Leadership: Managing the Strategy Process 32
- CHAPTER 3** External Analysis: Industry Structure, Competitive Forces, and Strategic Groups 80
- CHAPTER 4** Internal Analysis: Resources, Capabilities, and Core Competencies 128
- CHAPTER 5** Shared Value and Competitive Advantage 168

---

## PART TWO / FORMULATION 206

---

- CHAPTER 6** Business Strategy: Differentiation, Cost Leadership, and Blue Oceans 208
- CHAPTER 7** Business Strategy: Innovation, Entrepreneurship, and Platforms 244
- CHAPTER 8** Corporate Strategy: Vertical Integration and Diversification 294
- CHAPTER 9** Corporate Strategy: Strategic Alliances, Mergers, and Acquisitions 342
- CHAPTER 10** Global Strategy: Competing Around the World 374

---

## PART THREE / IMPLEMENTATION 414

---

- CHAPTER 11** Organizational Design: Structure, Culture, and Control 416
- CHAPTER 12** Corporate Governance, Business Ethics, and Business Models 460

---

## PART FOUR / MINICASES 493

---

### HOW TO CONDUCT A CASE ANALYSIS 494

Twelve MiniCases are included.

---

## PART FIVE / FULL-LENGTH CASES

Twelve full-length cases with auto-graded exercises are included in *Connect*.

All of Frank T. Rothaermel's full-length cases are available through McGraw Hill Create: [www.mcgrawhillcreate.com/rothaermel](http://www.mcgrawhillcreate.com/rothaermel)