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This integrates the most current strategic management theories and practices in an engaging and exciting format. Features include : comprehensive cases at the end of the text including companies such as Amazon.com, Levi-Strauss and Starbucks ; and a companion web site (www.prenhall.com/coulter) which gives students access to online study guides, Internet resources and related exercises.

Miller clearly takes a stand. The text emphasizes developing a competitive advantage for the purpose of achieving superior financial performance. This central focus forms an integrating theme demonstrated from the start by the, "Architecture of Strategy" framework. The nature of strategic management is changing in such a way that all managers, regardless of organizational level or functional specialty, are becoming more involved in helping formulate and implement strategies for the entire business. Every case was selected because it illustrates this concept in practice

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