



# Strategic Management: The Challenge of Creating Value

*By Peter FitzRoy, James M. Hulbert, Timothy O'Shannassy*

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Strategy is often the capstone class in a business education - dealing with the big questions of what companies decide to do - innovate, diversify, acquire or even to employ a range of these strategies.

Benefitting from an international author team, the latest edition of this textbook stands out in its global perspective. With an emphasis on value creation, integration of financial considerations alongside coverage of areas that are often missed in competitor texts, such as financial implications for strategy, corporate governance and business ethics. The book also integrates a wide range of in-depth case studies, including Siemens AG, Intel, the Volkswagen Group, PerkinElmer and the Tata Group.

Supplemented by a wide range of cutting edge online case studies and other internet resources, this text will provide students and their instructors with everything they need to succeed in this tough environment.

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### Review

**'FitzRoy, Hulbert & O'Shannassy have updated their superb book, reflecting the latest scholarly insights and practical wisdom about strategy. This extremely readable and engaging book is loaded with examples from a wide array of industries and regions. Read this book if you want to become a more thoughtful and successful strategist.'** - Donald C. Hambrick, The Pennsylvania State University, USA

**"When the bird and the book disagree, believe the bird."**

**However, strategy is about action; it is about getting birds to *fly*, rather than simply observing them. Too often strategy texts are written by taxidermists rather than strategists. This book is not – use it.'** - Pierre Berthon, Clifford F. Youse Chair of Information Design, Bentley University, USA

**'Strategic Management captures the excitement of strategy-making as well as the complexities of getting the implementation right. The companies that they profile are highly-visible, multinational and play critical roles in their respective environments and the executives have stimulating jobs with tremendous impacts on society. The result is a heady mixture of necessary information and sanguine forecasts of the challenges ahead that will perpetuate students' obsession with a desire to partake in strategic management while satisfying the diverse stakeholders of the enterprise.'** - Kathryn Rudie Harrigan, Professor, Columbia University, USA

### About the Author

The late **Peter Fitzroy** was Emeritus Professor of Strategy at Monash University, Australia.

**James M. Hubert** is R.C. Kopf Professor of International Marketing at Columbia University, USA.

**Timothy O'Shannassy** is Senior Lecturer at RMIT University, Australia.

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