



Cases to Accompany Contemporary Strategy Analysis

By Robert M. Grant

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This popular casebook is now available in a more compact and updated edition. In response to requests from instructors and students for cases that require less reading time, all the cases are shorter than those in previous editions. Written by Rob Grant to accompany his text, *Contemporary Strategy Analysis* 7th edition, each case is designed to enable students to apply particular concepts and techniques of strategy analysis.

New cases include:

- Manchester United: Preparing for Life without Ferguson
- Starbucks
- Easyjet vs. Ryanair
- DVD Wars
- Google

Further cases, including the US Airline Industry, Ford and the World Automobile Industry, Richard Branson and the Virgin group of Companies, Wal-Mart Stores Inc, Harley-Davidson and General Electric & Jeff Immelt have been updated to 2009.

These contemporary cases allow students unparalleled insight into determinants of competition; the basis of competitive advantage; the challenges of developing new organizational capabilities; the design of strategies for exploiting innovation; and the opportunities and pitfalls of internationalization.

Used alongside the *Contemporary Strategy Analysis* text, or as a standalone resource, the cases allow today's students and executives to apply key strategy concepts and frameworks to top-level decision making at companies that face critical strategic challenges.

Full teachings notes to the cases will be available upon publication at the companion website www.contemporarystrategyanalysis.com

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Editorial Review

From the Back Cover

Designed to accompany Robert Grant's *Contemporary Strategy Analysis*, (but suitable for use alone or with other texts) *Cases in Contemporary Strategy Analysis* is a comprehensive collection of cases that brings to life the important strategic decisions faced by managers in today's dynamic business environment.

The casebook includes twenty-three cases selected from leading sources including The University of Western Ontario, Harvard University and INSEAD. Each case was chosen specifically for its facilitation of analysis and discussion of business decisions using contemporary concepts of resources and capabilities. All the cases place students in the position of decision maker, allowing them to work through each situation as a manager and to answer the question: "What should be done?" Because the cases present seventeen different industries in nine different countries for analysis, the collection illustrates the universality of decisions faced by managers around the world.

About the Author

Robert M. Grant is Professor of Management at Georgetown University. He is also on the editorial boards of *Strategic Management Journal* and *Strategy and Leadership*. His business experience ranges from producing meat pies (Kraft Foods) and retreading tires (Firestone), to strategy consulting with American Express, Eni, and other companies. He is also the author of *Contemporary Strategy Analysis*, Fifth Edition (Blackwell, 2005).

Users Review

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