



Strategy for Action: Industry Rivalry and Coordination (Southwestern's Strategic Management Series)

Curtis M. Grimm, Ken G. Smith

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Based on ten years of research of actual competition, this cutting-edge text helps students evaluate a firms capabilities and adopt specific action strategies that lead to success. This brief one-color text is appropriate for MBA strategy courses or as a supplement to various upper-division managerial texts. This text is part of the Wests Strategic Management Series edited by Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson, authors of Strategic Management: Competitiveness and Globalization, 2nd.

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