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Strategic Management: Text and Cases, Tenth edition, written by authors Dess, McNamara, Eisner, and Lee continues its tradition of being readable, relevant, and rigorous. Its engaging writing style minimizes jargon to maximize readability. It provides examples from management practice and societal themes including environmental sustainability, ethics, globalization, entrepreneurship, and data analytics to make the content relevant. It draws on the latest research by management scholars and insights from executives to balance accessibility with rigor. They provide separate chapters on the role of intellectual assets in value creation (Ch. 4), entrepreneurial strategy and competitive dynamics (Ch. 8), and fostering entrepreneurship in established organizations (Ch. 12). This version includes the all the text and 38 cases.

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