



Strategic Management: The Challenge of Creating Value

By Peter FitzRoy, James M. Hulbert, Abby Ghobadian

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Students trying to navigate the strategy jungle may lose sight of the fact that strategic management is about creating value in an organization. Understanding strategic management is a core part of all business qualifications and this textbook brings a new and easy-to-follow understanding of this vital business function.

In addition to walking the student through the basics of the subject, the authors provide an array of analytical tools to help facilitate a thorough understanding of strategic management. The book addresses thoroughly the impact of financial markets on a firm's strategic capabilities, as well as looking at other challenging environmental factors.

Aided by an array of student-friendly features, such as: learning objectives, 'strategic management in practice' case studies and review questions in each chapter, *Strategic Management* will help students to excel in their strategic management classes and better prepare them for the real business world.

A comprehensive companion website, containing a wealth of supplementary materials for students and lecturers alike, is available at:

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Editorial Review

Review

‘With a plethora of current examples, ranging from rock bands to multinational corporations from all sectors, this textbook ties theory and international practice together exceptionally well. This is a must-read core text for students and academics involved in strategy formulation and strategic management.’

Chris Liassides, Academic Director, International Faculty of the University of Sheffield, UK

‘This text can truly help managers expand their understanding to make better business decisions. We will be using his book as an essential tool for the executive education programs we conduct throughout the world.’

Mary Abbazia, Managing Director, Impact Planning Group

‘Highly original and insightful, this book will be invaluable to postgraduates and advanced undergraduates in strategic management. The authors use an accessible style and bring a remarkable range of resources including updated case studies to enliven and enrich their discussion.’

Dr. Andrew Chan, City University of Hong Kong, Hong Kong SAR

‘A well crafted strategic management teaching resource and a welcome update. The text has a nice balance between theory and practice, and connects in an accessible way to major issues, debates and trends in the subject area.’

Tim O'Shannassy, RMIT University, Melbourne, Australia

‘FitzRoy, Hulbert, and Ghobadian have written a superbly comprehensive and up-to-date 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. If you want to become a more thoughtful and successful strategist, you should read this book.’

Donald C. Hambrick, The Pennsylvania State University, USA

‘Writing a great Strategy text is like cooking a five-star meal – and just as difficult. Many authors take similar ingredients and produce bland, insipid offerings: as the glazed look and mimetic thinking of legions of business students will attest. In contrast, Fitzroy, Hulbert and Ghobadian are master-chefs taking classic ingredients and adding new and unexpected ideas to produce an invigorating feast. *Strategic Management: The Challenge of Creating Value* is more than food for thought, it offers a rare prize: differentiated thinking.’

Dr. Pierre Berthon, Bentley University, USA

'The three Professors of *Strategic Management* have combined to write a comprehensive and accessible guide to their field. The text is always to the point. It follows the subject through in a clear and helpful way. It brings it to life with a number of well chosen and sometimes challenging examples... It offers a savvy combination of professional solid analysis and realistic accounts of how problems can blow up in the most strategic of companies. You will find there the usual ways of valuing, analysing and making judgements, but you will also find a healthy scepticism about individual techniques.'

John Redwood, Conservative Member of Parliament for Wokingham, UK

About the Author

Peter Fitzroy is Emeritus Professor of Marketing at Monash University, Australia, where he has taught strategic management for several years. He has held appointments at a number of institutions worldwide and has extensive experience in lecturing on management development programs in Asia, Australia, the UK and the US. He is actively involved in the Strategic Management Society, and served for many years on the editorial board of the *Strategic Management Journal*

James (Mac) Hulbert is Visiting Professor at Peking University, China and R. C. Kopf Professor Emeritus at Columbia University, USA. He has taught or held visiting positions at numerous institutions and has also taught on executive development programs worldwide. He has worked as a consultant with numerous global companies, including 3M, IBM, General Electric and Unilever. His research interests are strategy and planning, which have resulted in several published books and numerous articles in the *Strategic Management Journal*

Abby Ghobadian is Professor at the University of Reading, UK. He has taught or held visiting positions at a number of institutions in the UK, Europe and also at Monash University, Australia. His research interests are strategy and performance enhancement and he has published close to 100 journal articles, 7 research monographs and two edited books. He is the Chairman of the British Academy of Management and co-editor of the *Journal of Strategy and Management*

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