



# Crafting and Executing Strategy: Text and Readings

*Arthur A. Thompson Jr. , A.J. Strickland III , John E. Gamble*

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Thompson, Strickland and Gambles', CRAFTING AND EXECUTING STRATEGY, 17e presents the latest research findings from the literature and cutting-edge strategic practices of companies have been incorporated to keep step with both theory and practice. The chapter content continues to be solidly mainstream and balanced, mirroring both the best academic thinking and the pragmatism of real-world strategic management.

An attractive collection of 20 readings that amplify important topics in managing a company's strategy-making, strategy-executing process is included in this Text and Readings version to provide students with a taste of the literature of strategic management before tackling cases or simulation projects.

## Crafting and Executing Strategy: Text and Readings Details

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Not exactly a book you want to curl up with (unless you're looking to fall asleep) but I'll give it credit for being well laid out and easy to follow. It offers some good advice for basic strategy formulation, although I think they could have widdled down the chapters (some of them were rather repititous from one paragraph to the next). My favorite aspect of the book were the insight boxes. Concepts are much more interesting when you can apply them to actual companies, and they picked some of the more interesting examples available.

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