

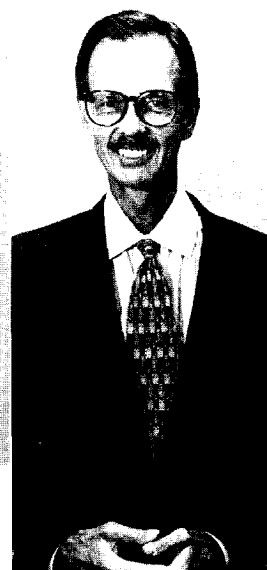
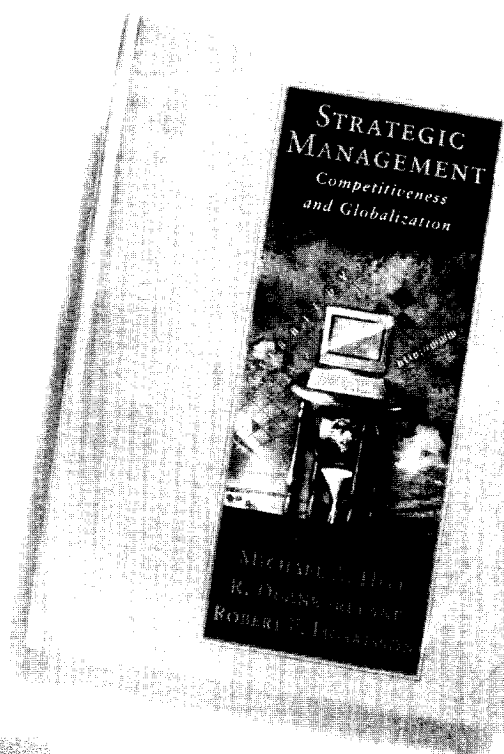
Strategic Management • Small Business • Accounting

Hankamer Profs Publish Leading College Texts

by Judy Corwin

WHILE A SIGNIFICANT NUMBER of Hankamer School of Business faculty currently publish textbooks, or have authored or coauthored them in the past, six currently have texts that are making a notable presence in collegiate markets, both in the United States and abroad.

Two of the books are the second and third best sellers in a particular segment of their field, another holds the second largest share in its national market, and another is currently in its 10th edition, a testament to the book's enduring quality.



Duane Ireland

Strategic Management: Competitiveness and Globalization, 2nd Edition (West Publishing Company: 1997) by Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson

“*Strategic Management* is believed to hold the second largest share of the strategic management/business policy market,” says Baylor coauthor Duane Ireland, “and we’re very proud of the adoptions this book has drawn.”

To date, *Strategic Management* has been used by over 300 American universities and colleges that include Ohio State, Notre Dame, Colorado, Indiana, Clemson, Rutgers, Oregon, Minnesota, Boston, Kentucky, California-Irvine, Georgia State, Florida State, Miami, Illinois, Kansas, New Mexico, and TCU.

West Publishing (a division of International Thomson Publishing) touts *Strategic Management* as the first strategy text to focus the strategic management process on outcomes. For example, in analyzing a firm’s external and internal environments, the authors emphasize the importance of identifying and determining the value-creating potential of a firm’s resources, capabilities, and core competencies. The book also weaves global issues throughout the text and is one of only a few to devote a chapter to cooperative

strategies (strategic alliances, joint ventures, and a variety of cooperative mechanisms in use by firms today).

“Our book, the only strategy text offered in a full 4-color format, is supported by an annotated instructors edition, customized PowerPoint presentation files, internet exercises, a video package with an instruction manual for professors, and a website called Strategic Management Online.

“It’s a very rewarding experience,” says Ireland, “to work with Mike Hitt of Texas A&M University and Bob Hoskisson of the University of Oklahoma. Each of us brings our own set of insights and scholarship into the project, which in turn creates a broad perspective for the book.”

The authors began work this summer on the third edition of *Strategic Management*, which will carry a 1999 copyright.

Duane Ireland is professor of management and associate dean for scholarship. He also holds the Curtis Hankamer Chair in Entrepreneurship.