



## A Book and a Case Book on Strategic Management

**Book Title :** *Strategic Management Formulation, Implementation, and Control*  
**Author :** John A. Pearce II, Richard B. Robinson, and Amita Mital  
**Edition :** Twelfth  
**ISBN 13 :** 978-1-25-900164-2  
**ISBN 10 :** 1-25-900164-4  
**Pages :** 834  
**Publisher :** Tata McGraw-Hill Education Private Limited, New Delhi.

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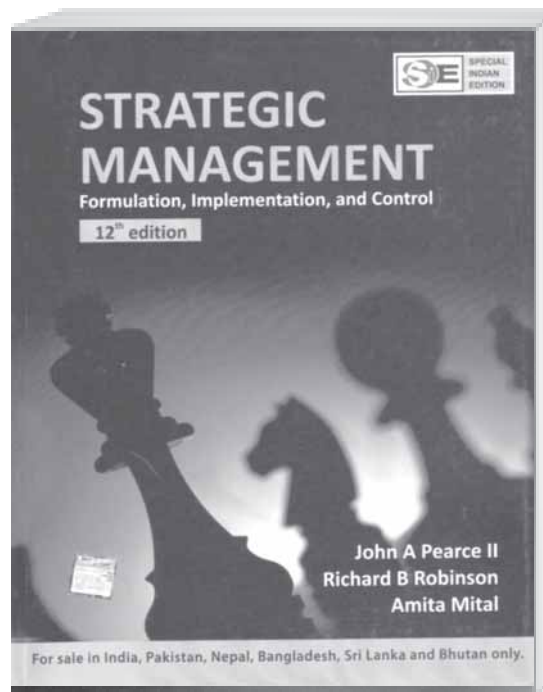
The authors of *Strategic Management Formulation, Implementation and Control*, John A. Pearce II, Richard B. Robinson and Amita Mital have retained high level of academic credibility and market-leading emphasis on strategic practices. This book is considered and prescribed as one of the text books on Strategic Management. It is unique as it uses a model of the strategic management process and as it has a logical flow in all the chapters, which in turn make the material more easily organized by the instructor and learned by the student.

This Edition is divided into 4 parts: Parts 1-3 cover with 14 chapters and part 4 exclusively deals with 26 cases including 20 comprehensive and 6 short cases. The cases are drawn from globally and domestically focused companies and services including,

retails, manufacturing, technology and diversified activities. This edition includes several upgrades designed to incorporate major development from both academic and business press. This edition also includes the cutting edge

concepts, more than 70 new Strategy in Action modules with short, hard-hitting current illustrations on key chapter topics. In addition, more Top Strategist boxes in each chapter have been included to illustrate a key concept in the Strategic Management. This edition includes website details as aid for effective use of this book. Case teaching notes are available in the website to obtain information quickly. Additionally, the website has a good number of comprehensive cases with teaching notes to the teachers.

This book (12-Edition) will certainly meet the changing needs to its readers considering the global scenario on Strategic Management.



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