



Strategic Management: Theory and Practice

By John A. Parnell

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In *Strategic Management: Theory and Practice, Fourth Edition*, John A. Parnell leads readers through detailed, accessible coverage of the strategic management field. Concise and easy to understand chapters address concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. Rather than relegating case analysis to a chapter at the end of the book, Parnell aligns each chapter's key concepts with 25 case analysis steps. Current examples and high interest real-time cases, largely drawn from *The Wall Street Journal* and *Financial Times*, illustrate the key role of strategic management in the United States and around the world.

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Editorial Review

Review

“An excellent introduction to the field of business strategy, which can be used at both the undergraduate and graduate levels. The book defines key concepts by using up-to-date examples and case studies that students will find interesting and relevant.” (Peter Schneider 2012-12-13)

“The varieties of levels of strategic analysis (reading, real-time case, traditional case) make the Parnell text perhaps the most flexible and adaptable strategic management text on the market.”

(Keith Harman 2012-12-13)

“The case analysis questions provide the student with a clear roadmap to completing a comprehensive strategic analysis, from defining the industry through identifying and choosing strategic alternatives, and determining how to measure their success in practice.”

(Jim Whitney 2012-12-13)

“The biggest advantage I see in the text is that it is readable. The undergraduate students do not have the problems caused by other textbooks.”

(Robert Gulbro 2012-12-13)

“The writing style is the biggest asset of the text. In addition, the multiple examples on a topic allow students to receive different points of view to understand these concepts.”

(Edward Renshler 2012-12-13)

About the Author

John A. Parnell (PhD, University of Memphis, EdD, Campbell University; MAEd, East Carolina University) is the William Henry Belk Distinguished Professor of Management at the University of North Carolina at Pembroke, where he was recipient of the 2005 Adolph Dial Award for Scholarly and Creative Activity.

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