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Cynthia A. Montgomery is an American economist and academic, teaching strategy the Timken Professor of Business Administration at Harvard Business School. Prior to Harvard, Montgomery was on the faculty of the University of Michigan Ross School of Business and at Northwestern ' s Kellogg School of Management.. Books. Montgomery, Cynthia A. The Strategist: Be the Leader Your Business Needs.

CORPORATE STRATEGY breaks the mold. It is a completely new course whose design has been honed over six years of teaching at the Harvard Business School. It presents, for the first time, a single consistent framework for the analysis of corporate-level strategy. Based on the latest research in the resource-based view of the firm and organizational economics, it develops a rigorous approach to the many important issues surrounding the scope of the firm. Starting from the analysis of how valuable resources contribute to the competitive advantage of a single business, the book progresses through the analysis of scale, scope and vertical integration within an industry, to the treatment of diversification and the management of multibusiness firms. As such, it perfectly complements those required strategy courses that develop the notions of strategy as the internal consistency and external positioning of single business firms.

"Corporate Strategy" by Collis and Montgomery employs a single consistent framework for the analysis of corporate-level strategy. Based on the latest research in the resource-based view of the firm and organizational economics, it develops a rigorous approach to the many important issues surrounding the scope of the firm. Starting from the analysis of how valuable resources contribute to the competitive advantage of a single business, the book progresses through the analysis of scale, scope and vertical integration within an industry, to the treatment of diversification and the management of multi-business firms. As such, it perfectly complements those required strategy courses that develop the notions of strategy as the internal consistency and external positioning of single business firms. This new edition has been completely updated, including a new chapter on corporate transformation

For many years, the menu of strategy courses at most schools has been relatively unchanged: typically, a capstone course has been followed by one or more electives on topics such as industry and competitor analysis, the management of technology, or mergers and acquisitions. CORPORATE STRATEGY breaks this mold. It is a completely new course whose design has been honed over six years of teaching at the Harvard Business School. It presents, for the first time, a single consistent framework for the analysis of corporate-level strategy. Based on the latest research in the resource-based view of the firm and organizational economics, it develops a rigorous approach to the many important issues surrounding the scope of the firm.

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Based on an acclaimed professor's legendary strategy course at Harvard Business School, *The Strategist* offers a radically new perspective on a leader's most vital role. "Are you a strategist?" That's the first question Cynthia Montgomery asks the business owners and senior executives from all over the world who participate in her highly regarded executive education course. It's not a question they anticipate or care much about on opening day. But by the time the program ends, they cannot imagine leading their companies to success without being—and living the role of—a strategist. Over a series of weeks and months, Montgomery puts these accomplished executives through their paces. Using case discussions, after-hours talks, and participants' own strategy dilemmas, she illuminates what strategy is, why it's important, and what it takes to lead the effort. En route, she equips them to confront the most essential question facing every business leader: Does this company truly matter? In doing so, she shows that strategy is not just a tool for outwitting the competition; it is the most powerful means a leader has for shaping a company itself. *The Strategist* exposes all business leaders—whether they run a global enterprise or a small business—to the invaluable insights Montgomery shares with these privileged executives. By distilling the experiences and insights gleaned in the classroom, Montgomery helps leaders develop the skills and sensibilities they need to become strategists themselves. It is a difficult role, but little else one does as a leader is likely to matter more.

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The challenges faced by diversified corporations – firms that operate in more than one industry or market – have changed over the years. There is now a wide range of strategies, including corporate level strategy, to add competitive advantage to these corporations as a whole. In *Corporate Level Strategy*, Furrer guides the reader in developing the ability to consider the impact of change and other important environmental forces on the opportunities for establishing and sustaining corporate advantage by exploring three fundamental questions: Why are some companies highly specialized, while others embrace a wide range of products, markets and activities? What is the link between scope and performance? What can we say about the management of multi-business firms in terms of structure, management systems and leadership? Replete with case studies and international examples, and featuring a companion website, this incisive book is an ideal read for advanced undergraduate and postgraduate students.

This title provides a thorough overview of the issues high-tech marketers must address, and provides a balance between conceptual discussions and examples; small and big business; products and services; and consumer and business-to-business marketing contexts.

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