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De witt and meyer (2010) strategy process content context. fourth edition

Prof Bob de Wit directs Strategy Academy, a global research & education hub for strategy, leadership & business innovation (www.strategy-academy.org). He's also managing director at Strategy Works (www.strategy-works.com), guiding companies through strategic renewal and facilitating boardroom decisions. Bob has a BA in Psychology from the University of Utrecht, an MBA from Deift University of Technology, and a Ph.D. in Management from Erasmus University Rotterdam. From 1985 to 1996, he was a professor at Rotterdam School of Management. Since 1996, Bob has held a strategy chair at Maastricht School of Management, serving as Associate Dean for Research from 1997 to 2001. He's an active member of the Strategic Management Society and chairs its Interest Group 'The Practice of Strategy'. Prof Ron Meyer is Professor of Corporate Strategy at TiasNimbas Business School in Tilburg University. Originally from Canada, Ron studied Political Science at the University of Alberta before moving to the Netherlands for his MBA and Ph.D. at Erasmus University Rotterdam. Ron taught strategy globally, consulting various firms as Associate Director of RSM, managing the MBA Program. Since 1998, he's combined boardroom consultancy with in-company trainings and applied management research through the Center for Strategy & Leadership. As consultant, Ron works with top international companies on corporate strategy, business innovation, strategic alliances, and growth strategies. As trainer, he has given seminars to hundreds of companies worldwide and lectured at over 30 universities. Ron (co-)authored Strategy - Process, Content, Context: An International Perspective, selling over 250,000 copies and used at more than 200 business schools worldwide. His other notable books include Strategy Synthesis and Mapping the Mind of the Strategist. Bob de Wit & Ron Meyer's new edition, Strategy 4e, is a highly anticipated market-leading introduction to strategic management, developed from feedback with dozens of new cases replacing or updating previous ones. The new edition of "Strategy" by Bob de Wit and Ron Meyer has arrived! This highly anticipated book is a market-leading introduction to strategic management that fosters creative, non-prescriptive, and global strategic thinking. The authors have taken feedback from the market into account and replaced or updated all short and long cases with dozens of new ones crafted by them and international contributors. The text features an unparalleled range of organizations, including Google, KPMG, ING Direct, the Metropolitan Opera, and many more. It also includes coverage of hot topics like Blue Ocean Strategy to keep the theory cutting-edge. A boosted set of lecturer resources is available, making this the complete package for 21st century strategy courses. Key features include: * New short cases with a rich range of strategy settings * An entirely new long case section featuring premium providers like Heathrow Terminal 5, Ferrari, Apple, China Ocean Shipping, and Walmart * New readings introduced alongside classic pieces to keep the theory cutting-edge * Boosted supplements including an Instructor's Manual, PowerPoint Slides, Extra Case Studies, Test Bank, and more - all available in VLE cartridges The book is accompanied by a new CengageNOW course management system, providing students and lecturers with a powerful online learning program. A professor at TiasNimbas Business School in Tilburg University, Netherlands, is also the founder and director of Center for Strategy and Leadership in Rotterdam, he oversees corporate strategy there.