



# Formulation, Implementation, and Control of Competitive Strategy

*John A. Pearce, Richard B. Robinson*

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Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout this 12-chapter text-only book. "Formulation, Implementation, and Control of Competitive Strategy" is the softcover, text-only version of Pearce and Robinson's "Strategic Management". Pearce and Robinson present a pedagogical model for instructors who desire quantitative analysis. The financial data available here should appeal to instructors and the strong coverage of "Business Week" material provides a currency to the text.

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