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By Bob de Wit, Ron Meyer

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The highly anticipated new edition of the market-leading introduction to strategic management from Bob de Wit (Maastricht School of Management) and Ron Meyer (TiasNimbas Business School). Widely acclaimed for its ability to foster creative, non-prescriptive and global strategic thinking amongst students, Strategy 4e builds on the major international success of the prior edition. Developed from wide-ranging market feedback, all of the short and long cases have been replaced or wholly updated with dozens of new cases crafted by the authors and several international contributors. From Google to KPMG, ING Direct to the Metropolitan Opera, the text now features an unparalleled range of organizations with rich settings for students to develop key strategy skills and understanding. New readings, including coverage of hot topics like Blue Ocean Strategy, ensure the theory remains cutting-edge, while a boosted set of lecturer resources makes this the complete package for 21st century strategy courses.

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Editorial Review

About the Author

Bob de Wit is director of the Strategy Academy, an international research and educational institution focusing on strategy, leadership and business innovation issues (www.strategy-academy.org). He is also managing director of Strategy Works, an international strategy consulting and coaching firm that facilitates boardroom decision-making and guides companies through processes of strategic renewal (www.strategy-works.com). Bob has a BA in Psychology from the University of Utrecht, an MBA from the Delft University of Technology and a Ph.D. in management from the Erasmus University in Rotterdam. From 1985 to 1996 he was a professor of strategic management at the Rotterdam School of Management. Since 1996 he has held a chair in Strategy at the Maastricht School of Management, where he also served as the Associate Dean for research from 1997 and 2001. Bob is an active member of the Strategic Management Society, where he serves as chairman of the Interest Group 'The Practice of Strategy', as member of the annual conference paper review committee, and as a member of the McKinsey Best Paper Prize committee.

Prof. Ron Meyer is Professor of Corporate Strategy at TiasNimbas Business School, Tilburg University. Ron studied Political Science at the University of Alberta in his native Canada. After receiving his bachelor's degree he moved to the Netherlands and got his MBA and PhD at the Erasmus University in Rotterdam. From 1987 to 1998 he was a professor of strategic management at the Rotterdam School of Management / Erasmus Graduate School of Management. During this period he taught strategy in 15 countries, at universities and in companies, and acted as consultant to a wide variety of firms. For two years he was also Associate Director of RSM, in charge of managing the MBA Program. Since 1998, at the Center for Strategy & Leadership and its predecessors, Ron has combined boardroom consultancy work with in-company trainings and applied management research. As consultant he works with many top international companies on such topics as corporate strategy, business innovation, strategic alliances and strategies for growth. As trainer he has given seminars and training courses to hundreds of companies around the world and lectured at more than 30 universities. He has (co-)authored numerous articles and books, among which the internationally leading textbook on strategic management, *Strategy - Process, Content, Context: An International Perspective*. Over 250.000 copies have been sold so far and the book is used at more than 200 business schools around the world. In 2005 the 2nd edition was published of *Strategy Synthesis: Resolving Strategy Paradoxes to Create Competitive Advantage*, while his latest book, *Mapping the Mind of the Strategist*, was published in 2007.

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