



CRAFTING AND EXECUTING STRATEGY

The Quest for Competitive Advantage

Concepts and Cases | 22ND EDITION

Arthur A. Thompson

The University of Alabama

Margaret A. Peteraf

Dartmouth College

John E. Gamble

Texas A&M University–Corpus Christi

A.J. Strickland III

The University of Alabama





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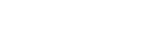
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John D. Varlaro, Johnson & Wales University
John E. Gamble, Texas A&M University-Corpus Christi

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Leonard R. Hostetter, Northern Arizona University
Nita Paden, Northern Arizona University



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Arthur A. Thompson Jr., The University of Alabama



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Marlene M. Reed, Baylor University



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Gretchen Johnson, The University of Alabama
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Margaret A. Peteraf, Tuck School of Business at Dartmouth
Sean Zhang and Carry S. Resor, Research Assistants, Dartmouth College

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Katherine Gonzalez, MBA Student, Sonoma State University
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