STRATEGIC MANAGEMENT
Concepts and Cases

SEVENTEENTH EDITION

A COMPETITIVE ADVANTAGE APPROACH

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Preface

New to This Edition
With this edition we have updated 40 percent of the chapter material, 11 end-of-chapter mini-cases, and virtually all new examples in the chapters. Specifically, new material includes the following items outlined in this section.

Chapter 1 Cohesion Case on Coca-Cola Company (2018)
Students apply strategy concepts to Coca-Cola through 25 new, innovative Assurance-of-Learning Exercises provided at the end of chapters. Coca-Cola is one of the most successful, well-known, and best-managed global companies in the world.

Mini-Cases
11 new mini-cases, one at the end of each chapter.

Chapter Capsules—All NEW
Within each chapter, a new EXEMPLARY STRATEGIST, GLOBAL CAPSULE and ETHICS CAPSULE are provided.

Strategist Capsules—one at the beginning of each chapter to showcase an individual that is employing strategic management exceptionally well.

Global Capsules—provided to showcase the strategic relevance of material to global operations, issues, and conditions.

Ethics Capsules—developed to accent the fact that “good ethics is good business” across all aspects of the strategic-management process.
### Exemplary Strategist Capsules

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<th>Chapter</th>
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<th>Global Capsules focus on the following topics:</th>
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<td>Which Two U.S.-Based Airlines Are Worst on Customer Service?</td>
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### Assurance-of-Learning Exercises

Assurance-of-Learning Exercises—nearly all new and, for the first time ever, organized into four sets as follows that apply chapter concepts, tools, and techniques:

**Set 1: Strategic Planning for Coca-Cola**—25 exercises apply chapter material to the Coca-Cola Cohesion Case to prepare students for doing case analysis on for-profit companies.

**Set 2: Strategic Planning for My University**—12 exercises apply chapter material to your college or university to prepare students for doing case analysis on nonprofit organizations.

**Set 3: Strategic Planning to Enhance My Employability**—14 exercises apply chapter material to individuals instead of companies to prepare students for making career choices.

**Set 4: Individual versus Group Strategic Planning**—11 exercises apply chapter material by comparing the effectiveness of individual versus group decisions; these are fun, in-class group exercises that yield “a winning individual and winning group” for each activity.

### Detailed Chapter-by-Chapter Changes

**Chapter 1: THE NATURE OF STRATEGIC MANAGEMENT**—SWOT analysis is introduced; the integrative comprehensive strategic-management model is repositioned to the opening page of each chapter; the model is enhanced to accent the process of strategic planning being fluid rather than merely a sequence of silo activities.

**Chapter 2: BUSINESS VISION AND MISSION**—new material is provided on core value statements; new examples abound throughout.

**Chapter 3: THE EXTERNAL ASSESSMENT**—new material is provided on Porter’s Five-Forces Model; more guidance is provided regarding how to assign weights and ratings in matrices; new examples abound throughout; the ratings for a Competitive Profile Matrix now match the EFE Matrix in form and meaning.
Chapter 4: THE INTERNAL ASSESSMENT—this chapter has been revamped and shortened; the marketing material is enhanced; new examples abound throughout; the ratings for an IFE Matrix now match the EFE Matrix ratings in form and meaning.

Chapter 5: STRATEGIES IN ACTION—new material includes Blue Ocean Strategy, Value Chain Analysis, Porter’s Two Generic Strategies, and the need for firms to “BUILD, BORROW, or BUY.”

Chapter 6: STRATEGY ANALYSIS AND CHOICE—the presentation of this chapter that includes SWOT, BCG, IE, SPACE, GRAND, and QSPM analyses is enhanced and shortened; two new pages reveal how to estimate costs of recommendations.

Chapter 7: IMPLEMENTING STRATEGIES: MANAGEMENT AND MARKETING ISSUES—the title of this chapter changed to reflect new marketing material; our new coauthor is a marketing professor at Baylor University; this chapter is fully updated and enhanced, especially with new target marketing, segmentation, and positioning analyses.

Chapter 8: IMPLEMENTING STRATEGIES: FINANCE AND ACCOUNTING ISSUES—the title of this chapter changed since marketing material moved; there is enhanced presentation of financial and accounting tools, such as EPS/EBIT analysis, Corporate Valuation, and Projected Financial Statements; a new running example for P&G is provided; numerous author comments are given regarding the strategic planning template at www.strategyclub.com.

Chapter 9: STRATEGY EVALUATION AND GOVERNANCE—the title of this chapter changed due to excellent new material on corporate governance being presented.

Chapter 10: BUSINESS ETHICS, ENVIRONMENTAL SUSTAINABILITY, AND CORPORATE SOCIAL RESPONSIBILITY—this chapter provides updated and new coverage of ethics, workplace romance, hiring away rival firms’ employees, wildlife welfare, and sustainability. This text reveals why “good ethics is good business” and why this is a strategic issue. The sustainability discussion is improved to promote and encourage firms to conduct operations with respect for the environment, an important concern for consumers, companies, society, and AACSB.

Chapter 11: GLOBAL AND INTERNATIONAL ISSUES—this chapter is enhanced and shortened but provides new coverage of cultural and conceptual strategic-management differences across countries. Doing business globally has become a necessity in most industries.

Part 6: STRATEGIC MANAGEMENT CASE ANALYSIS—this section that follows all chapters has been totally re-written to be more concise and revealing for students performing case analysis.

22 Author-Created Video Assignments in the MyLab
We have added 11 videos introducing the content of each chapter and 11 videos discussing a variety of important topics such as mission statement delivery, BCG matrix, corporate evaluation, etc. created by the author. Each video is associated with multiple-choice questions to help students assess their learning.

Solving Teaching and Learning Challenges
The primary challenge facing strategy professors is to keep students engaged while making sure business skills are learned. This text leads all others in being practical, skills-oriented, and unfolding in the same manner as the process of actually doing strategic planning unfolds. Students and professors alike appreciate this practical approach presented in a concise, conversational, and exciting manner—beginning with the integrative model of the strategic-management process that unifies all chapters. All of the 11 end-of-chapter Mini-Cases, 471 Review Questions, and 62 Assurance-of-Learning Exercises are designed specifically to apply chapter concepts.

The Case Rationale
Case analysis remains the primary learning vehicle used in most strategic-management classes, for five important reasons:

1. Analyzing cases gives students the opportunity to work in teams to evaluate the internal operations and external issues facing various organizations and to craft strategies that can lead these firms to
success. Working in teams gives students practical experience in solving problems as part of a group. In the business world, important decisions are generally made within groups; strategic-management students learn to deal with overly aggressive group members as well as timid, noncontributing group members. This experience is valuable because strategic-management students are near graduation and soon enter the working world full-time.

2. Analyzing cases enables students to improve their oral and written communication skills as well as their analytical and interpersonal skills by proposing and defending particular courses of action for the case companies.

3. Analyzing cases allows students to view a company, its competitors, and its industry concurrently, thus simulating the complex business world. Through case analysis, students learn how to apply concepts, evaluate situations, formulate strategies, and resolve implementation problems.

4. Analyzing cases allows students to apply concepts learned in many business courses. Students gain experience dealing with a wide range of organizational problems that impact all the business functions.

5. Analyzing cases gives students practice in applying concepts, evaluating situations, formulating a “game plan,” and resolving implementation problems in a variety of business and industry settings.

The New Concepts-by-Cases Matrix

All 30 cases facilitate coverage of all strategy concepts, but as revealed by shaded cells, some cases especially exemplify particular key strategy concepts. The shaded cells reveal which concepts are tested with multiple-choice questions in the MyLab. The Concepts-by-Cases matrix enables professors to effectively utilize different cases to assure student learning of various chapter concepts. Note from the shaded boxes that two, three, or four cases are used to test each strategic-management concept. This new, innovative ancillary promises to elevate the case learning method to new heights in teaching strategic management.

The Case MyLab Testing Feature

The Concepts-by-Cases matrix facilitates student learning of 30 key strategic-management concepts applied to 30 cases. The Case MyLab Testing feature assures that the students can test their understanding of cases and the key strategic-management concepts, thus serving as a great mechanism for professors to achieve AACSB Assurance-of-Learning Objectives. This new testing feature simplifies grading for professors in both traditional and online class settings.

This MyLab assessment includes 25 multiple-choice questions for each case, comprised of 10 Basic questions that simply test whether the student read the case before class, and 15 Applied questions that test the student’s ability to apply various strategic-management concepts. The 15 Applied questions are presented in three sets of five that pertain to key concepts of particular importance for the respective case. This testing feature enables professors to determine, before class if desired, whether students (1) read the case in Basic terms, and/or (2) are able to Apply strategy concepts to resolve issues in the case. For example, the MyLab case Basic question may be: In what country is Domino’s Pizza headquartered? Whereas a MyLab case Applied question may be: What are three aspects of the organizational chart given in the Domino’s Pizza case that violate strategic-management guidelines?
Mini Sims put students in professional roles and give them the opportunity to apply course concepts and develop decision-making skills through real-world business challenges.

These branching Mini Sims strengthen a student’s ability to think critically, help students understand the impact of their decisions, engage students in active learning, and provide students with immediate feedback on their decisions.

Each decision point connects to the Learning Objective in the eText.

The Chapter Warm-up assessment helps you hold your students accountable for READING and demonstrating their knowledge on key concepts in each chapter before coming to class.

Chapter Quizzes
Every chapter has quizzes written by the textbook authors so you can assess your students’ understanding of chapter learning objectives.

The David Approach Is Unique
This textbook is globally considered to be the most practical, skills-oriented strategic management textbook on the market. All chapters unfold from a widely used integrative model of strategic planning, so students learn the “process of doing strategic planning,” rather than focusing on seminal theories in strategy. The David approach is “learning by doing”—students develop skills that can enhance their own employability through numerous features, such as 62 new Assurance-of-Learning end-of-chapter exercises in this edition.
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<td>National Audubon Society</td>
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# Key Strategic Management Concepts

- Strategy Model/Process
- Vision/Mission Statements
- Competitive Profile Matrix
- Porter's Five Forces
- EFE Matrix
- Benchmarking
- Value Chain Analysis
- IFE Matrix
- Strategy Types

## Porter's Two Generic Strategies
- First Mover Advantages
- SPACE Matrix

## Organizational Structure
- Organizational Culture

## Market Segmentation & Product Position
- EPS-EBIT Analysis
- Projected Financial Statements
- Company Valuation

## Grand Strategy & QSPM
- Balanced Scorecard
- Governance
- Business Ethics
- Environmental Sustainability

## Service Companies
- Case 1 Macy's Inc.
- Case 2 The Gap, Inc.
- Case 3 Lowe's Companies, Inc.
- Case 4 Office Depot, Inc.
- Case 5 Dick's Sporting Goods
- Case 6 Bank of America Corporation
- Case 7 JPMorgan Chase & Co.
- Case 8 Chipotle Mexican Grill, Inc.
- Case 9 Cracker Barrel Old Country Store, Inc.
- Case 10 Domino's Pizza, Inc.
- Case 11 PetMed Express, Inc.
- Case 12 CVS Health Corporation
- Case 13 Ulta Beauty, Inc.
- Case 14 The Walt Disney Company
- Case 15 Caesars Entertainment Corporation
- Case 16 Spirit Airlines, Inc.
- Case 17 Southwest Airlines Company
- Case 18 Microsoft Corporation
- Case 19 Amazon.com

## Manufacturing Companies
- Case 20 Nike, Inc.
- Case 21 Under Armour, Inc.
- Case 22 Polaris Industries, Inc.
- Case 23 The Esteé Lauder Companies
- Case 24 L'Oréal S.A.
- Case 25 General Electric, Inc.
- Case 26 Whirlpool Corporation
- Case 27 Starbucks Corporation
- Case 28 PepsiCo, Inc.

## Nonprofit Organizations
- Case 29 National Audubon Society
- Case 30 Ducks Unlimited

## Concepts-by-Cases Matrix

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In addition, we offer more coverage on important topics, such as business ethics, social responsibility, and sustainability, than any other strategic-management textbook, including topics such as bribery, workplace romance, devising codes of ethics, taking a position (or not) on social issues, and preserving wildlife—topics that other textbooks do not mention, even though companies continually face strategic decisions in these areas.

We also offer more coverage of global/international issues than any other strategic-management textbook, including topics such as how business culture, taxes, tariffs, political stability, and economic conditions vary across countries—all framed from a strategic-planning perspective.

Lastly, this textbook is trusted across five continents to provide students (and managers) the latest skills and concepts needed to effectively formulate and efficiently implement a strategic plan—a game plan, if you will—that can lead to sustainable competitive advantages for any type of business. This text meets all AACSB International guidelines for the strategic-management course at both the graduate and undergraduate levels, and previous editions have been used at more than 500 colleges and universities globally.

Developing Employability Skills

Using this text, students learn how to actually do strategic planning—this is a huge employability skill because employers recognize the benefits of employees having an understanding of what a firm is trying to achieve and why. Nearly all students using this text also use the free strategic-planning template at the www.strategyclub.com author website; many students include this skill on their resume to showcase their experience using this Excel software commonly used by businesses for doing actual strategic planning.

Instructor Teaching Resources

The following supplements are available with this text:

### Supplements available to instructors at www.pearsonhighered.com

<table>
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<th>Features of the Supplement</th>
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<tr>
<td><strong>Chapter Instructor’s Resource Manual</strong> authored by Forest David</td>
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<tr>
<td>• Chapter-by-chapter summaries</td>
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<tr>
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<td>• Answers to the end-of-chapter Assurance-of-Learning Exercises</td>
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<tr>
<td>• Answers to the end-of-chapter two Mini-Case Questions</td>
</tr>
<tr>
<td>• Examples and activities not in the main book</td>
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<td>• Case abstract followed by a complete strategic plan for the firm</td>
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<td>• Vision and mission statements</td>
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<tr>
<td>• External and internal assessments with ratio analyses</td>
</tr>
<tr>
<td>• Analyses that include SWOT, BCG, IE, SPACE, GRAND, QSPM</td>
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<tr>
<td>• Recommendations and projected financial statements</td>
</tr>
<tr>
<td><strong>Test Bank</strong> authored by Ramachandran Subramanian from Stetson University</td>
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<td>Over 1,500 multiple-choice and true/false questions with these annotations:</td>
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<td>• Difficulty level (1 for straight recall, 2 for some analysis, 3 for complex analysis)</td>
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<td>• Type (multiple-choice, true/false, and essay questions)</td>
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<td>• Learning Objective (the concept the question supports)</td>
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<td>• AACSB learning standard (Written and Oral Communication; Ethical Understanding and Reasoning; Analytical Thinking; Information Technology; Interpersonal Relations and Teamwork; Diverse and Multicultural Work; Reflective Thinking; Application of Knowledge)</td>
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<td>• Customize, save, and generate classroom tests</td>
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<td>• Analyze test results</td>
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<td>• Organize a database of tests and student results.</td>
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| **PowerPoint Presentation** authored by Ramachandran Subramanian from Stetson University |
| PowerPoints meet accessibility standards for students with disabilities. Features include, but are not limited to: |
| • Keyboard and Screen Reader access |
| • Alternative text for images |
| • High color contrast between background and foreground colors |
| • Image Library includes graphs, tables, and equations. |
Acknowledgments

The strength of this text is largely attributed to the collective wisdom, work, and experiences of strategic-management professors, researchers, students, and practitioners. Names of individuals whose published research is referenced in this edition are listed alphabetically in the Name Index. To all individuals involved in making this text so popular and successful, we are indebted and thankful. Thank you also Dr. Yajiang Wang at Hebei University for your emails to us regarding the weights versus ratings in an IFE Matrix.

Many special persons and reviewers contributed valuable material and suggestions for this edition. We would like to thank our colleagues and friends at Baylor University, Auburn University, Mississippi State University, East Carolina University, the University of South Carolina, Campbell University, the University of North Carolina at Pembroke, and Francis Marion University. We have taught strategic management or marketing courses at all these universities. Scores of students and professors at these schools helped shape the development of this text.

We thank you, the reader, for investing the time and effort to read and study this text. It will help you formulate, implement, and evaluate strategies for any organization with which you become associated. We hope you come to share our enthusiasm for the rich subject area of strategic management and for the systematic learning approach taken in this text. We want to welcome and invite your suggestions, ideas, thoughts, comments, and questions regarding any part of this text or the ancillary materials.

Please contact Dr. Fred R. David at freddavid9@gmail.com, or write him at the School of Business, Francis Marion University, Florence, SC 29501. We sincerely appreciate and need your input to continually improve this text in future editions. Your willingness to draw our attention to specific errors or deficiencies in coverage or exposition will especially be appreciated.

Thank you for using this text.

—Fred R. David
—Forest R. David
—Meredith E. David
About the Authors

Fred R. David, Forest R. David, and Meredith E. David are a father–son–daughter team that have published more than 50 articles in journals such as *Academy of Management Review, Academy of Management Executive, Journal of Applied Psychology, Long Range Planning, International Journal of Management, Journal of Business Strategy*, and *Advanced Management Journal*. Six recent journal articles by the authors, listed below, are changing the way strategic-management courses are taught.


Fred has been lead author of this textbook for three decades. This text is a global leader in the field of strategic management providing an applications, practitioner-approach to the discipline. About 500 colleges and universities currently use this textbook across about 20 countries. With a Ph.D. in Management from the University of South Carolina, Dr. David is currently the TranSouth Professor of Strategic Planning at Francis Marion University in Florence, South Carolina. He has published more than 100 academic journal articles and cases.

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Meredith holds a Ph.D in Business Administration from the University of South Carolina and an MBA Degree from Wake Forest University. She is currently an Assistant Professor of Marketing at Baylor University in Waco, Texas. She has published more than 30 articles, cases, and papers on marketing and strategic management in such journals as *Journal of Consumer Behavior, Journal of Advertising, Journal of Strategic Marketing, European Journal of Marketing,* and *Journal of Business Research.* Meredith has traveled the world over as a professor and student. Meredith recently received the prestigious Young Researcher Award in the Hankamer School of Business at Baylor University, and taught strategic management at Jiao Tong University in Shanghai, China.