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Frank T. Rothermel is a professor in the Scheller College of Business at the Georgia Institute of Technology and an Alfred P. Sloan Industry Studies Fellow. He holds the Russell and Nancy McDonough Chair of Business and received a National Science Foundation CAREER Award. Rothermel authored the textbook "Strategic Management. Concepts & Cases" published by McGraw-Hill. He held visiting professorships at the EBS University of Business and Law, Singapore Management University, and the University

Revised edition of the work, Strategic management: concepts.

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This text is renowned for its strong cases, and comprehensive reading. This edition provides new cases covering high profile companies, globally competitive industries, entrepreneurial businesses, and public companies.

For courses in strategic management or business policy at either undergraduate or postgraduate level, this text provides students with both strategic management knowledge and skills. The second edition continues to provide comprehensive theory coverage, including separate chapters on marketing, finance and operations. It includes many new cases, new examples, and applications with increased emphasis on such topics as the role of the board of directors in organizations. There is an increased emphasis on small businesses.

Strategic Management delivers an insightful and concise introduction to strategic management concepts utilizing a strong mix of real-world contemporary examples. Written in a conversational style, this product sparks ideas, fuels creative thinking and discussion, while engaging students with the concepts they are studying.

Presenting the most recent developments in research and strategy, this text applies these theories and illustrates their implementation in business cases.

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