



# The Strategy Pathfinder: Core Concepts and Live Cases

By Duncan Angwin, Stephen Cummings, Chris Smith

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This new edition of the popular *The Strategy Pathfinder* updates the micro-cases of real-life problems faced by companies and executives. These micro-cases help readers to engage with the kinds of situations they will encounter in their working lives while provoking discussions about key theoretical themes. Original presentation and design makes this an essential companion for both the business-school classroom and the executive briefcase. The Strategy Pathfinder brings experienced and potential executives alike an instant guide to the concepts and techniques they need to know.

- An innovative introduction to strategy.
- Makes readers active “producers” of strategy, rather than passive recipients of received wisdom.
- Presents essential pathways through the strategy jungle.
- Each case provokes discussion about a key theoretical theme.
- Encourages readers to form a view themselves, and then test it against the views of others, before offering recommendations about how best to proceed.
- Cases are drawn from Africa, the Americas, Asia, Europe and Oceania.
- Supported by online lecturer supplements.

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### Editorial Review

#### Review

"A lively, dynamic, and open text that brings people into strategy making in a way that should encourage readers to pursue the ideas for themselves."

*David Collis, Harvard Business School*

"The original design of *The Strategy Pathfinder* makes it a valuable companion, not just for the business school classroom, but also for the executive briefcase. Experienced executives and newcomers alike get an instant guide to the ideas and techniques they need to know."

*Executive Business*

"Global competition in pianos during the nineteenth century, internationalization of Barbie dolls, localization of HSBC -- what a varied and captivating collection of cases! Together with a concise and eclectic analytic content, and guidance on applying the analytic tools to the cases, *The Strategy Pathfinder* offers a delightfully innovative, systematic and refreshing new approach to developing strategic management skills." *Robert M. Grant, University of Georgetown, Washington* "A unique and innovative approach to developing knowledge and capabilities in strategic management. The 'case-lets' allow students to 'learn-by-doing'. The approach offered in this book can be especially effective when teamed with content on the theory and method of strategic management."

*Michael A. Hitt, Texas A&M University*

"Do we really need another book on strategy? Well 'The Strategy Pathfinder' is one with an attitude! Its effective use of an impressively broad range of micro-cases that cover the main concepts of business strategy gives students a succinct and very practical approach to the subject."

*Peter Hagström, Stockholm School of Economics.*

"The unique micro-cases in this book will surely spark energetic discussion in the classroom. The diversity of international companies and strategic issues in the cases provides an unusually broad set of examples from which to draw."

*Constance E. Helfat, Dartmouth College*

"The Strategy Pathfinder represents a refreshing and engaging method for teaching strategy. The processes and cases, which define the book, provide excellent learning materials that bring a real-life experience to students." *Stuart Sanderson, Bradford University*

#### From the Inside Flap

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From the Back Cover

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**Executive Business**

"A truly engaging book! It is written with academic rigor, and in a clear and creative manner that enthuses students. In my experience, students read it closely (often not the case with other texts) and refer to it repeatedly. The content and flexible structure makes it easier to engage with students and the short live case studies encourage them to do further complementary research and to talk about this in class. This enables them to construct knowledge in a more co-operative and interactive manner."

**Emanuel Gomes, University of Sheffield**

*The Strategy Pathfinder* provides today's hard-pressed business students and executives with a new and effective way to learn about business strategy. Built around real life problems faced by companies and executives, this 'strategy iPad' helps readers to engage with the kinds of situation they will encounter in their working lives whilst providing directional guidance and provoking discussions about key theoretical themes. The Strategy Pathfinder's 'live-cases' are drawn from the realms of business, sport, arts, culture and military practice and from all corners of the world to inspire truly global thinking.

*The Strategy Pathfinder* is also supported by online lecturer supplements, available at [www.wiley.com/go/strategypathfinder](http://www.wiley.com/go/strategypathfinder)

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**Freida Gilbert:**

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