

GAINING AND SUSTAINING COMPETITIVE ADVANTAGE (4TH EDITION) BY JAY BARNEY



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Fourth Edition



Jay B. Barney

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Review

"I love the strong disciplinary foundation in I/O economics and financial economics. This more than anything distinguishes the book from its peers." - Dr. Brain Shaffer, University of Maryland, College Park
"I like that the subjects are presented completely with topics organized around strategies, not environments. Also, I like that strategy formulation and implementation are discussed together rather than as separate topics." - Dr. Jacquelynne McLellan, Frostburg State University
"The single thing I like best about this text is its excellent grounding in the strategy literature. As one who tries to bring current research into the classroom and be very up front about where the literature is in flux, I - and the students - really appreciate the way this text opens up the theory." - Dr. Ken A. Smith, Syracuse University

From the Back Cover

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About the Author

Jay B. Barney is Bank Chair in Corporate Strategy at the Fisher College of Business at Ohio State University. He received his Ph.D. from Yale, and has held faculty appointments at UCLA and Texas A&M. Jay has published more than 40 articles in several journals including *AMR*, *AMJ*, and *AME*; has served on the editorial boards of *AMR*, *SMJ*, *The Human Resource Management Journal*, and *Organizational Science*; and has also served as an Associate Editor at *The Journal of Management*, Senior Editor at *Organization Science*, and Special Issue Editor at *SMJ*. In 1992, he won the College of Business Research Award at Texas A&M, and in 1997 was awarded an Honorary Doctorate from Lund University (in Lund, Sweden). Jay teaches Business Policy and Strategy, and has taught in executive programs at UCLA, Texas A&M, Ohio State, Michigan, SMU, TCU, and Bocconi University (in Milan, Italy). He has won teaching awards at

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Explore the most up-to-date research in the field of strategic management.

Gaining and Sustaining Competitive Advantage provides readers and practitioners with the most up-to-date research in a way that helps them see how the concepts can be applied to the real business world. Barney explores the impact of the recent global business changes in relation to the competitive context of firms and their ability to generate and sustain competitive advantages.

The fourth edition has been thoroughly updated to include the latest research in the field.

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15 of 16 people found the following review helpful.

PERSPECTIVE IS EVERYTHING

By Dr. David Arelette

This is a great book - more for what it organises than what it adds as new ideas.

Barney sets a model for Competitive Advantage (VIRO) and then compares strategic models as potential sources. It places many of the modern attempts in perspective. Without this starting understanding, the modern gurus (Hamel) are almost impossible to apply as their ideas lack the perspective on the role of strategy within an organisation and within all of the other management tools.

It places Michael Porter within a framework where his work can be better used.

For managers and post graduates, this book sets out the fundamentals of strategy and where it can take you.

Not cheap (by a long way) but a fair price for the knowledge.

9 of 10 people found the following review helpful.

Strategy is not that difficult!

By Antonio Vicente La Camera

This is a very concise and interesting book on competitive and corporate strategies. It compiles all the main issues regarding studies on competitive advantage without losing focus on the specifics of each different kind of strategy.

I would recommend using the book only after a review of microeconomic concepts. This will allow graduate business students coming from other areas (like engineering) to grasp the strategy concepts more easily.

One suggestion: it would be nice if the authors included cases at the end of each chapter. Since the book presents the theory from a basic up to a more advanced level, this would let students to quickly fix the concepts by applying them in real world situations.

5 of 5 people found the following review helpful.

How To Frame Corporate Strategy Methodically

By Serge J. Van Steenkiste

Jay B. Barney has written an enduring, understandable user's guide to corporate strategy that is a must read for any business student. Barney helps would-be business leaders frame their strategic decision-making process. Barney first explains to his audience the concepts of strategy and performance, and their relevance to the corporate organization both internally and externally. Barney then explores the different strategies that the corporation can adopt in dealing with its competitive environment: Cost leadership, product differentiation, tacit collusion, and alliances. The author does a very good job in demonstrating to his readers that the four strategies are not mutually exclusive but occasionally complementary. Finally, Barney explores

how a company can structure itself across markets over time. He successively addresses the issues of integration, diversification, mergers and acquisitions, and globalization. **Gaining and Sustaining Competitive Advantage** has been one of the most influential business textbooks that I have ever been asked to read.

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