



**Strategic Management and Business Policy:
Globalization, Innovation and Sustainability Plus
2014 MyManagementLab with Pearson eText --
Access Card Package (14th Edition)**

Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Chuck Bamford

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Wheelen and Hunger's class-tested approach to teaching Strategy is brought into sharper focus with a new emphasis on *globalization, innovation, and sustainability*. This text equips students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward.

For the first time in 30 years, the 14th edition has added two new authors to the text. Alan Hoffman, a major contributor to the 13th edition, is a former textbook author and world-renowned author of strategy business cases, and Chuck Bamford, who was a student of Tom Wheelen and David Hunger back in 1980 at the University of Virginia (McIntire School of Commerce), has authored four other textbooks. They join J. David Hunger and bring a fresh perspective to this extraordinarily well-researched and practically crafted text.

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