

Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2017). *Strategic management: Concepts and cases: Competitiveness and globalization* (12th ed.). Cengage Learning.

In this book, Hitt, Ireland, and Hoskisson explain the basics and practices of strategic management, focusing on competitiveness and globalization. The 12th edition of "Strategic Management: Concepts and Cases" combines theory with real-world examples, making it useful for both students and professionals. The authors cover different strategic management processes, such as analyzing the environment, creating strategies, and evaluating outcomes. This edition includes updated examples and case studies to reflect current trends and challenges in strategic management.