

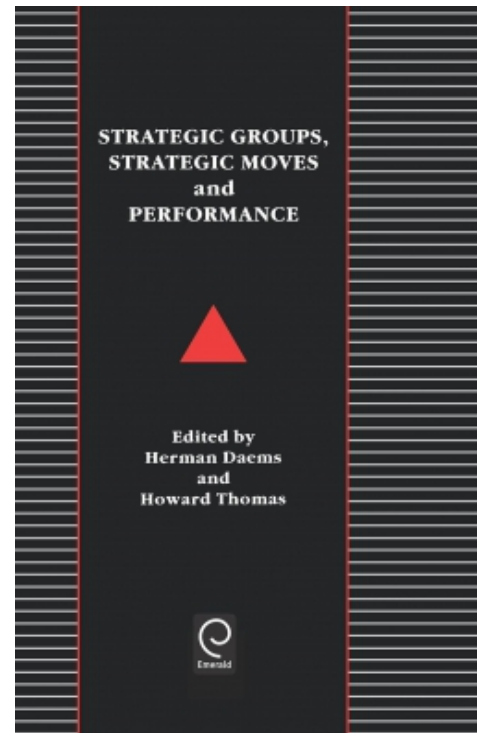
## Strategic Groups, Strategic Moves and Performance

Herman Daems

Howard Thomas

### About the Book

This volume provides a collection of papers at the cutting edge of competitive strategy, analyzing and assessing the role and value of strategic moves and groups in industry. Theoretical models are supplemented by empirical studies on the dynamics of competitive moves and the link between strategic groups and performance. Linking commentaries and extensive reviews of research issues make this a comprehensive survey of the subject. The book will be of value to corporate strategists, consultants, senior managers, as well as academics concerned with research into competitive strategy.



Format: Hardback

Pagination: 368

Price: £78.99 \$143.99 €112.99

Publication Date: 16th Sep 1994

ISBN: 9780080377681