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Strategic Management - McGraw-Hill Education

Frank T. Rothaermel is a professor in the Scheller College of Business at the Georgia Institute of Technology and an Alfred P. Sloan Industry Studies Fellow. He holds the Russell and Nancy McDonough Chair of Business and received a National Science Foundation CAREER Award. Rothaermel authored the textbook "Strategic Management. Concepts & Cases" published by McGraw-Hill. He held visiting professorships at the EBS University of Business and Law, Singapore Management University, and the University

Frank T. Rothaermel - Wikipedia

Strategic management is the integrative management field that combines analysis, formulation, and implementation in the quest for competitive advantage. Many students will relate to strategy through sports analogies. You may want to start the course by discussing the contrast between a powerful sports dynasty and its weaker competitors.

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