

# Project Report: “Revision of Strategic Management Textbook”

May 1, 2025

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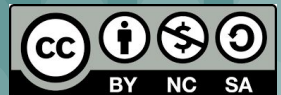


Introducing a new open textbook:



# ***Strategic Management and Case Analysis: An Integrated Approach***

by Lori Anderson, Dirk Buengle, and Joseph J. Simpson  
Managing Editor: Anita Walz



# Introductions



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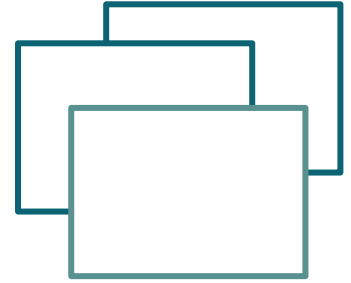
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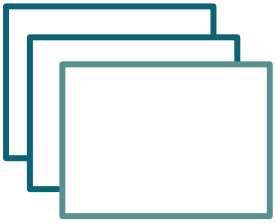


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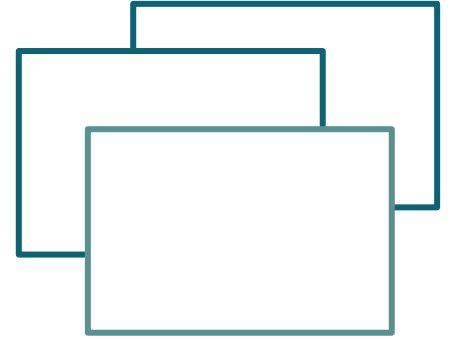
# Research Approach

Our market research identified gaps in the strategic management textbook market. This informed research questions that are addressed in the book.

1. What is the logic between broad strategic management concepts?
2. What is the logic within and between analysis tools of strategic management?
3. How can *congruence* and *line-of-sight* be improved when conducting case analysis using strategic management tools?
4. How does applying the concepts of analysis, interpretation, and evaluation enhance the quality of strategic management?
5. What is the relationship between sustainability and strategic management?

# Other Project Characteristics

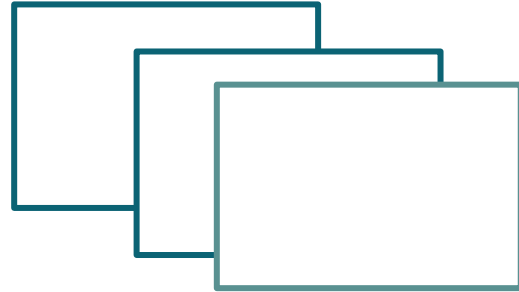
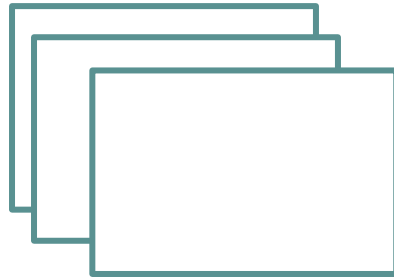
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  - Open Educational Resources (OER)
- Released under CC BY NC -SA license.
  - Creative Commons licenses
- Compliant with WCAG 2.1 AA accessibility standards.
  - Web Content Accessibility Guidelines
- Ensured AACSB guidelines are met.
  - Association to Advance Collegiate Schools of Business
- Ancillary materials (beyond scope of this project)
  - Cases (open access and linked from the book)
  - Slide deck (forthcoming)
  - Question item bank (forthcoming December 2025)



# Before the writing began



- Market research & project feasibility
- Building departmental buy-in
- Securing a grant
- Building a team
- Negotiating a scope



# Authors



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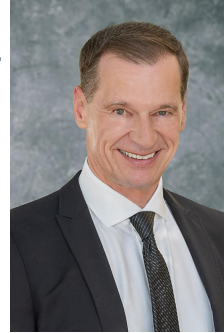
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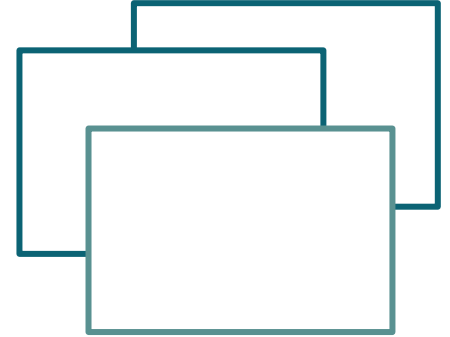
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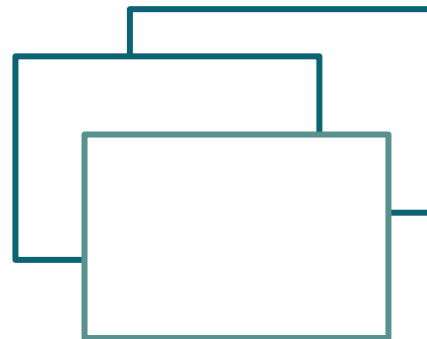
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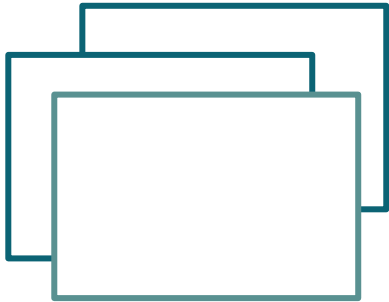
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# Strategic Management and Case Analysis: An Integrated Approach

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This text integrates strategic management as a research-led field of study and practice-informed area of business practice with an experiential learning approach to conducting a case analysis. The book explains how strategic leaders and managers analyze their firm's organizational performance, and external and internal environments; formulate corporate level and generic business level strategy, and innovation, sustainability and ethics, technology, and multinational strategy, which are embedded in generic business level strategies; and implement strategy across an organization. Students are in an active and engaged role with the subject and practice of strategic management as they apply the theories, concepts, and analytical frameworks and tools of the field. The text teaches students how to conduct a case analysis and introduces Analysis Instruments that facilitate robust case analyses that are based on analysis, interpretation, and evaluation of data in a case.

Forthcoming, August 15, 2025

<https://doi.org/10.21061/strategicmanagementandcaseanalysis>

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## Module 1: Introducing Strategic Management and Case Analysis

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- Chapter 2: Introduction to Case Analysis

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