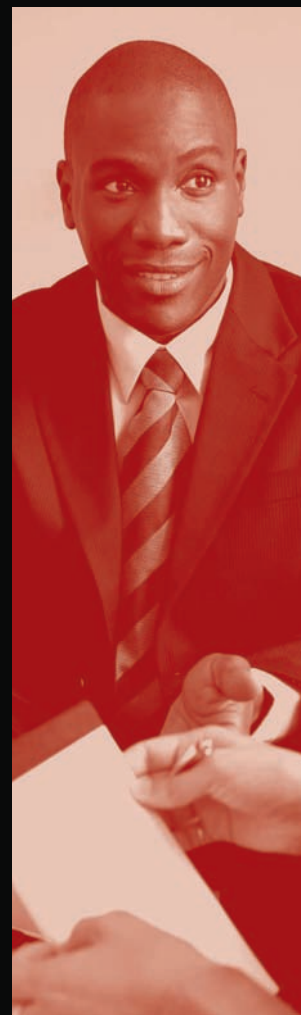


PEARSON NEW INTERNATIONAL EDITION

Gaining and Sustaining Competitive Advantage

Jay Barney
Fourth Edition



Pearson New International Edition

Gaining and Sustaining
Competitive Advantage
Jay Barney
Fourth Edition

PEARSON

Gaining and Sustaining Competitive Advantage

Table of Contents

Cover

Table of Contents

1. Introduction: What is Strategy?
2. Firm Performance and Competitive Advantage
3. Evaluating Environmental Threats
4. Evaluating Environmental Opportunities
5. Evaluating Firm Strengths and Weaknesses: The Resource-Based View
6. Product Differentiation
7. Cost Leadership
8. Flexibility: Real Options Analysis Under Risk and Uncertainty
9. Tacit Collusion: Cooperation to Reduce Competition
10. Vertical Integration Strategies
11. Diversification Strategies
12. Implementing Corporate Diversification
13. Merger and Acquisition Strategies
14. Strategic Alliances
15. International Strategies
16. Bibliography

Index