

**FIFTEENTH
EDITION**

STRATEGIC MANAGEMENT Concepts and Cases

A COMPETITIVE ADVANTAGE APPROACH

GLOBAL EDITION

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Contents

Preface 15

Acknowledgments 25

About the Authors 27

Chapter 1 Strategic Management Essentials 37

SINGAPORE AIRLINES: EXCELLENT STRATEGIC MANAGEMENT SHOWCASED 38

What Is Strategic Management? 39

Defining Strategic Management 39 ■ Stages of Strategic Management 39 ■ Integrating Intuition and Analysis 40 ■ Adapting to Change 41

Key Terms in Strategic Management 42

Competitive Advantage 42 ■ Strategists 43 ■ Vision and Mission Statements 44 ■ External Opportunities and Threats 44 ■ Internal Strengths and Weaknesses 44 ■ Long-Term Objectives 45 ■ Strategies 45
Annual Objectives 45 ■ Policies 46

The Strategic-Management Model 47

Benefits of Strategic Management 48

Financial Benefits 49 ■ Nonfinancial Benefits 50

Why Some Firms Do No Strategic Planning 50

Pitfalls in Strategic Planning 50

Guidelines for Effective Strategic Management 51

Comparing Business and Military Strategy 52

Special Note to Students 53

THE COHESION CASE: ADIDAS GROUP—2013 58

ASSURANCE OF LEARNING EXERCISES 69

Assurance of Learning Exercise 1A: Assess Singapore Airline's Most Recent Quarterly Performance Data 69

Assurance of Learning Exercise 1B: Gathering Strategy Information on adidas AG 70

Assurance of Learning Exercise 1C: Getting Familiar with the Free Excel Student Template 70

Assurance of Learning Exercise 1D: Evaluating An Oral Student Presentation 71

Assurance of Learning Exercise 1E: Strategic Planning at Nestlé 71

Assurance of Learning Exercise 1F: Interviewing Local Strategists 72

Chapter 2 Outside-USA Strategic Planning 75

HONDA: EXCELLENT STRATEGIC MANAGEMENT SHOWCASED 76

Multinational Organizations 79

Advantages and Disadvantages of International Operations 80

The Global Challenge 81

Globalization 82

Corporate Tax Rates Globally 82

United States versus Foreign Business Cultures 84

Communication Differences Across Countries 87

Business Culture Across Countries 87

Mexico—Business Culture 88 ■ Japan—Business Culture 89
■ Brazil—Business Culture 90 ■ Germany—Business Culture 90 ■ Egypt—Business Culture 91 ■ China—Business Culture 92 ■ India—Business Culture 92
■ Nigeria—Business Culture 93

Business Climate Across Countries/Continents 94

Union Membership Across Europe 94 ■ African Countries 95
■ China 97 ■ Philippines 99 ■ Taiwan 99
■ India 99 ■ Germany 100 ■ Mexico 101

Special Note to Students 102

ASSURANCE OF LEARNING EXERCISES 104

Assurance of Learning Exercise 2A: The adidas Group wants to enter Africa. Help them. 104

Assurance of Learning Exercise 2B: Assessing Differences in Culture Across Countries 105

Assurance of Learning Exercise 2C: Honda Motor Company wants to enter the Vietnamese market. Help them. 105

Assurance of Learning Exercise 2D: Does My University Recruit in Foreign Countries? 106

Chapter 3 Ethics/Social Responsibility/Sustainability 109

Business Ethics 110

NESTLÉ: EXCELLENT STRATEGIC MANAGEMENT SHOWCASED 110

Code of Business Ethics 112 ■ An Ethics Culture 113
■ Whistle-Blowing 113 ■ Bribes 114 ■ Workplace Romance 115

Social Responsibility 117

Social Policy 118 ■ Social Policies on Retirement 118

Environmental Sustainability 119

What Is a Sustainability Report? 120 ■ Lack of Standards Changing 120 ■ Managing Environmental Affairs in the Firm 121 ■ ISO 14000/14001 Certification 122
■ Wildlife 122 ■ Solar Power 123

Special Note to Students 124

ASSURANCE OF LEARNING EXERCISES 126

Assurance of Learning Exercise 3A: Sustainability and Nestlé 126

Assurance of Learning Exercise 3B: How Does My Municipality Compare To Others on Being Pollution-Safe? 127

Assurance of Learning Exercise 3C: Compare adidas AG versus Nike on Social Responsibility 127

Assurance of Learning Exercise 3D: How Do You Rate adidas AG's Sustainability Efforts? 127

Assurance of Learning Exercise 3E: How Do You Rate Nestlé's Sustainability Efforts? 127

Assurance of Learning Exercise 3F: The Ethics of Spying on Competitors 128

Chapter 4 Types of Strategies 131**Long-Term Objectives 132**

The Nature of Long-Term Objectives 132

PETRONAS: EXCELLENT STRATEGIC MANAGEMENT
SHOWCASED 132

Financial versus Strategic Objectives 133 ■ Not Managing by
Objectives 134

Types of Strategies 134

Levels of Strategies 136

Integration Strategies 137

Forward Integration 137 ■ Backward

Integration 139 ■ Horizontal Integration 140

Intensive Strategies 141

Market Penetration 141 ■ Market Development 142

■ Product Development 142

Diversification Strategies 143

Related Diversification 144 ■ Unrelated Diversification 145

Defensive Strategies 146

Retrenchment 146 ■ Divestiture 147 ■ Liquidation 148

Michael Porter's Five Generic Strategies 149

Cost Leadership Strategies (Type 1 and Type 2) 149

■ Differentiation Strategies (Type 3) 151 ■ Focus Strategies

(Type 4 and Type 5) 152 ■ Strategies for Competing in Turbulent,

High-Velocity Markets 153

Means for Achieving Strategies 153

Cooperation Among Competitors 153 ■ Joint Venture and

Partnering 154 ■ Merger/Acquisition 155 ■ Private-Equity

Acquisitions 157 ■ First Mover Advantages 157 ■ Outsourcing

and Reshoring 158

**Strategic Management in Nonprofit and Governmental
Organizations 159**

Educational Institutions 159 ■ Medical Organizations 160

■ Governmental Agencies and Departments 160

Strategic Management in Small Firms 161**Special Note to Students 161**

ASSURANCE OF LEARNING EXERCISES 164

Assurance of Learning Exercise 4A: Market Development:

Petronas 164

Assurance of Learning Exercise 4B: Alternative Strategies for

Petronas 164

Assurance of Learning Exercise 4C: Private-Equity Acquisitions 164

Assurance of Learning Exercise 4D: The strategies of adidas AG:

2013-2015 165

Assurance of Learning Exercise 4E: Lessons in Doing Business

Globally 165

Assurance of Learning Exercise 4F: Petronas 2013-2015 165

Assurance of Learning Exercise 4G: What Strategies Are Most

Risky? 166

Assurance of Learning Exercise 4H: Exploring Bankruptcy 166

Assurance of Learning Exercise 4I: Examining Strategy Articles 166

Assurance of Learning Exercise 4J: Classifying Some Strategies 166

Chapter 5 Vision and Mission Analysis 169

SAMSUNG: EXCELLENT STRATEGIC MANAGEMENT
SHOWCASED 170

What Do We Want to Become? 171**What Is Our Business? 171**

Vision versus Mission 173 ■ Vision Statement

Analysis 173 ■ The Process of Developing Vision and Mission
Statements 173

Importance (Benefits) of Vision and Mission Statements 174

A Resolution of Divergent Views 174

Characteristics of a Mission Statement 176

A Declaration of Attitude 176 ■ A Customer

Orientation 177 ■ Mission Statement Components 177

Writing and Evaluating Mission Statements 179**Special Note to Students 180**

ASSURANCE OF LEARNING EXERCISES 182

Assurance of Learning Exercise 5A: Examining Potential Changes Needed
in a Firm's Vision/Mission 182

Assurance of Learning Exercise 5B: Studying an Alternative View of
Mission Statement Content 183

Assurance of Learning Exercise 5C: Evaluating Mission Statements 183

Assurance of Learning Exercise 5D: Evaluating the Mission Statement of
Under Armour—a Competitor of adidas AG 184

Assurance of Learning Exercise 5E: Selecting the Best Vision and Mission
Statements in a Given Industry 184

Assurance of Learning Exercise 5F: Writing an Excellent Vision and
Mission Statement for Novartis AG 185

Chapter 6 The Internal Audit 187**The Nature of an Internal Audit 188**

VOLKSWAGEN: EXCELLENT STRATEGIC MANAGEMENT
SHOWCASED 188

Key Internal Forces 189 ■ The Process of Performing an Internal
Audit 190

The Resource-Based View 191**Integrating Strategy and Culture 192****Management 194**

Planning 194 ■ Organizing 196 ■ Motivating 197

■ Staffing 197 ■ Controlling 198 ■ Management Audit

Checklist of Questions 198

Marketing 198

Customer Analysis 199 ■ Selling Products and Services 199

■ Product and Service Planning 200 ■ Pricing 200

■ Distribution 201 ■ Marketing Research 201 ■ Cost/

Benefit Analysis 202 ■ Marketing Audit Checklist of

Questions 202

Finance and Accounting 202

Finance and Accounting Functions 202 ■ Basic Types of Financial
Ratios 204

Breakeven Analysis 207

Finance and Accounting Audit Checklist 209

Production and Operations 209

Production and Operations Audit Checklist 211

Research and Development 211

Internal and External Research and Development 212 ■ Research
and Development Audit 213

Management Information Systems 213

Management Information Systems Audit 213

Value Chain Analysis 213

Benchmarking 214

The Internal Factor Evaluation Matrix 216**Special Note to Students 218**

ASSURANCE OF LEARNING EXERCISES 221

Assurance of Learning Exercise 6A: Develop a Corporate IFE Matrix for
Volkswagen Group 221

Assurance of Learning Exercise 6B: Should VW Deploy More Resources or
Less Outside of the USA? 222

- Assurance of Learning Exercise 6C: Apply Breakeven Analysis 222
- Assurance of Learning Exercise 6D: Performing a Financial Ratio Analysis for adidas AG 222
- Assurance of Learning Exercise 6E: Constructing an IFE Matrix for adidas AG 222
- Assurance of Learning Exercise 6F: Analyzing Your College or University's Internal Strategic Situation 223

Chapter 7 The External Audit 225

The Nature of an External Audit 226

MICHELIN: EXCELLENT STRATEGIC MANAGEMENT
SHOWCASED 226

- Key External Forces 227 ■ The Process of Performing an External Audit 228

The Industrial Organization (I/O) View 229

Economic Forces 229

Social, Cultural, Demographic, and Natural Environment Forces 231

Political, Governmental, and Legal Forces 232

Labor Unions 234

Technological Forces 236

Competitive Forces 237

- Competitive Intelligence Programs 238 ■ Market Commonality and Resource Similarity 239

Competitive Analysis: Porter's Five-Forces Model 239

- Rivalry Among Competing Firms 240 ■ Potential Entry of New Competitors 240 ■ Potential Development of Substitute Products 241 ■ Bargaining Power of Suppliers 241 ■ Bargaining Power of Consumers 242

Sources of External Information 242

Forecasting Tools and Techniques 243

Making Assumptions 243

Industry Analysis: The External Factor Evaluation Matrix 244

The Competitive Profile Matrix 245

Special Note To Students 247

ASSURANCE OF LEARNING EXERCISES 250

Assurance of Learning Exercise 7A: Michelin and Africa: An External Assessment 250

Assurance of Learning Exercise 7B: Preparing a CPM for Michelin Based on Countries Rather than Companies 251

Assurance of Learning Exercise 7C: Develop Divisional Michelin EFE Matrices 251

Assurance of Learning Exercise 7D: Developing an EFE Matrix for adidas AG 251

Assurance of Learning Exercise 7E: The External Assessment 252

Assurance of Learning Exercise 7F: Developing a CPM for Michelin 252

Assurance of Learning Exercise 7G: Developing a CPM for adidas AG 252

Assurance of Learning Exercise 7H: Analyzing Your College or University's External Strategic Situation 253

Chapter 8 Strategy Generation and Selection 255

The Nature of Strategy Analysis and Choice 256

The Process of Generating and Selecting Strategies 256

UNILEVER: EXCELLENT STRATEGIC MANAGEMENT
SHOWCASED 256

A Comprehensive Strategy-Formulation Analytical Framework 258

The Input Stage 259

The Matching Stage 259

The SWOT Matrix 259

The Strategic Position and Action Evaluation (SPACE) Matrix 262

The Boston Consulting Group (BCG) Matrix 267

The Internal-External (IE) Matrix 270

The Grand Strategy Matrix 273

The Decision Stage 275

The Quantitative Strategic Planning Matrix (QSPM) 275

Positive Features and Limitations of the QSPM 280

Cultural Aspects of Strategy Choice 280

The Politics of Strategy Choice 280

Governance Issues 281

Special Note to Students 284

ASSURANCE OF LEARNING EXERCISES 287

Assurance of Learning Exercise 8A: Should Unilever Penetrate Southeast Asia Further? 287

Assurance of Learning Exercise 8B: Perform a SWOT Analysis for Unilever's Global Operations 288

Assurance of Learning Exercise 8C: Preparing a BCG Matrix for Unilever 288

Assurance of Learning Exercise 8D: Developing a SWOT Matrix for adidas AG 288

Assurance of Learning Exercise 8E: Developing a SPACE Matrix for adidas AG 289

Assurance of Learning Exercise 8F: Developing a BCG Matrix for adidas AG 289

Assurance of Learning Exercise 8G: Developing a QSPM for adidas AG 289

Assurance of Learning Exercise 8H: Developing a SWOT Matrix for Unilever 289

Assurance of Learning Exercise 8I: Developing a SPACE Matrix for Unilever 290

Assurance of Learning Exercise 8J: Developing a BCG Matrix for your College or University 290

Assurance of Learning Exercise 8K: Developing a QSPM for a Company that You Are Familiar With 290

Assurance of Learning Exercise 8L: Formulating Individual Strategies 291

Assurance of Learning Exercise 8M: The Mach Test 291

Chapter 9 Strategy Implementation 295

The Nature of Strategy Implementation 296

ROYAL DUTCH SHELL: EXCELLENT STRATEGIC MANAGEMENT
SHOWCASED 296

Current Marketing Issues 297

New Principles of Marketing 298

Market Segmentation 299

Retention-Based Segmentation 300 ■ Does the Internet Make Market Segmentation Easier? 302

Product Positioning/Perceptual Mapping 302

Finance and Accounting Issues 304

Acquiring Capital to Implement Strategies 305 ■ Projected Financial Statements 310 ■ Projected Financial Statement Analysis for Whole Foods Market 312 ■ Financial Budgets 313 ■ Company Valuation 315 ■ Deciding Whether to Go Public 319 ■ Research and Development (R&D) Issues 320

Management Information Systems (MIS) Issues 322

Business Analytics 322

Special Note to Students 323

ASSURANCE OF LEARNING EXERCISES 326

Assurance of Learning Exercise 9A: Preparing an EPS/EBIT Analysis for Royal Dutch Shell plc 326

- Assurance of Learning Exercise 9B: Developing a Product-Positioning Map for adidas AG 327
- Assurance of Learning Exercise 9C: Performing an EPS/EBIT Analysis for adidas AG 327
- Assurance of Learning Exercise 9D: Preparing Projected Financial Statements for adidas AG 327
- Assurance of Learning Exercise 9E: Determining the Cash Value of adidas AG 328
- Assurance of Learning Exercise 9F: Developing a Product-Positioning Map for My College 328
- Assurance of Learning Exercise 9G: Do Banks Require Projected Financial Statements? 328

Chapter 10 Strategy Execution 331

The Nature of Strategy Implementation 332

ACCENTURE: EXCELLENT STRATEGIC MANAGEMENT SHOWCASED 332

Management Perspectives 334

Annual Objectives 335

Policies 337

Resource Allocation 339

Managing Conflict 339

Matching Structure with Strategy 340

The Functional Structure 341 ■ The Divisional Structure 342
 ■ The Strategic Business Unit (SBU) Structure 345 ■ The Matrix Structure 346 ■ Some Do's and Don'ts in Developing Organizational Charts 348

Restructuring 350

Restructuring 350

Linking Performance and Pay to Strategies 351

Managing Resistance to Change 353

Creating a Strategy-Supportive Culture 354

Production and Operations Concerns When Implementing Strategies 355

Human Resource Concerns When Implementing Strategies 356

Employee Stock Ownership Plans (ESOPs) 358 ■ Balancing Work Life and Home Life 359 ■ Benefits of a Diverse Workforce 361 ■ Corporate Wellness Programs 361

Special Note to Students 363

ASSURANCE OF LEARNING EXERCISES 366

Assurance of Learning Exercise 10A: Developing an Organizational Chart for Accenture plc 366

Assurance of Learning Exercise 10B: Assessing Accenture's Philanthropy Efforts 367

Assurance of Learning Exercise 10C: Revising adidas AG's Organizational Chart 367

Assurance of Learning Exercise 10D: Exploring Objectives 367

Assurance of Learning Exercise 10E: Understanding My University's Culture 368

Chapter 11 Strategy Monitoring 371

The Nature of Strategy Evaluation 372

BHP BILLITON: EXCELLENT STRATEGIC MANAGEMENT SHOWCASED 372

The Process of Evaluating Strategies 375

A Strategy-Evaluation Framework 376

Reviewing Bases of Strategy 376 ■ Measuring Organizational Performance 378 ■ Taking Corrective Actions 379

The Balanced Scorecard 381

Published Sources of Strategy-Evaluation Information 382

Characteristics of an Effective Evaluation System 383

Contingency Planning 384

Auditing 385

21st-Century Challenges in Strategic Management 386

The Art or Science Issue 386 ■ The Visible or Hidden Issue 386
 ■ The Top-Down or Bottom-Up Approach 387

Special Note to Students 387

ASSURANCE OF LEARNING EXERCISES 390

Assurance of Learning Exercise 11A: Evaluating BHP Billiton's Strategies 390

Assurance of Learning Exercise 11B: Preparing a Strategy-Evaluation Report for adidas AG 390

Assurance of Learning Exercise 11C: Preparing a Strategy-Evaluation Report for adidas AG 390

Assurance of Learning Exercise 11D: Evaluate My University's Strategies 390

Appendix 1 Guidelines for Case Analysis 393

What Is a Strategic-Management Case? 394

Guidelines for Preparing Case Analyses 394

The Need for Practicality 394 ■ The Need for Justification 394
 ■ The Need for Realism 394 ■ The Need for Specificity 394
 ■ The Need for Originality 395 ■ The Need to Contribute 395

Preparing a Case for Class Discussion 395

The Case Method versus Lecture Approach 395

The Cross-Examination 396

Preparing a Written Case Analysis 396

The Executive Summary 396 ■ The Comprehensive Written Analysis 396 ■ Steps in Preparing a Comprehensive Written Analysis 397

Making an Oral Presentation 397

Organizing the Presentation 397 ■ Controlling Your Voice 398
 ■ Managing Body Language 398 ■ Speaking from Notes 398
 ■ Constructing Visual Aids 398 ■ Answering Questions 398

Tips for Success in Case Analysis 399

Content Tips 399 ■ Process Tips 400 ■ Sample Case Analysis Outline 400

STEPS IN PRESENTING AN ORAL CASE ANALYSIS 401

Oral Presentation—Step 1: Introduction (2 minutes) 401

Oral Presentation—Step 2: Mission and Vision (4 minutes) 401

Oral Presentation—Step 3: Internal Assessment (8 minutes) 401

Oral Presentation—Step 4: External Assessment (8 minutes) 402

Oral Presentation—Step 5: Strategy Formulation (14 minutes) 402

Oral Presentation—Step 6: Strategy Implementation (8 minutes) 402

Oral Presentation—Step 7: Strategy Evaluation (2 minutes) 403

Oral Presentation—Step 8: Conclusion (4 minutes) 403

Glossary 662

Name Index 673

Subject Index 677

Cases

Service Firms

1. Ryanair 406
2. The Emirates Group 418
3. UPS 427
4. Amazon 438
5. Netflix 450
6. Gap 462
7. Walt Disney 474
8. Staples Inc. 484
9. Office Depot Inc. 496
10. Domino's Pizza Inc. 505
11. Royal Caribbean Cruises 515
12. Carnival Corp. 524
13. JPMorgan Chase & Co. 535

Manufacturing Firms

14. Proctor and Gamble 546
15. Avon Products Inc. 556
16. Revlon 564
17. L'Oréal 575
18. Dr Pepper Snapple Group 583
19. The Coca-Cola Company 593
20. Starbucks 602
21. Pearson PLC 610
22. BMW 619
23. Apple 626
24. Microsoft Corp. 636
25. Lenovo 645
26. Netgear 654