



Chandra S. Mishra

Creating and Sustaining Competitive Advantage

Management Logics, Business Models, and Entrepreneurial Rent

- **Presents a cohesive value creation theory which enhances and challenges current strategic management models**
- **Provides measurable benchmarks by which firms can evaluate their competitive advantage**
- **Offers both theoretical and practical ways that management teams can sustain their position in increasingly competitive environments**

This book develops a unified framework to explain the phenomena of competitive advantage and firm value creation in dynamic environments. Through a new strategic value creation theory, it explores how a firm can measure and sustain its competitive advantage through management incentives, capital market forces, organizational culture and structure, and social complexity. It also considers how management can utilize their resources and capabilities, shadow options, product market forces, customer needs, and organizational learning as a means to differentiate them from the competition. With an innovative approach to theory and research, it will be positioned to inform both scholars and practitioners in management, business strategy, and entrepreneurship on the process of competitive and sustainable value creation.

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