

The cover features four large, black, 3D-style arrows pointing towards a central white space. One arrow points from the top-left, another from the top-right, one from the bottom-left, and one from the bottom-right. The arrows have a slight shadow, giving them a three-dimensional appearance.

Essentials of  
**STRATEGIC  
MANAGEMENT**

The Quest for Competitive Advantage

third edition

GAMBLE  
THOMPSON  
PETERAF

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