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Strategic Management: Concepts and Cases by Fred R. David

About the Author. Dr. Fred R. David is the sole author of three mainstream strategic-management textbooks: (1) Strategic Management: Concepts and Cases, (2) Strategic Management Concepts, and (3) Strategic Management Cases. These texts have been on a two-year revision cycle since 1986, when the first edition was published.

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Fred R. and Forest R. David, a father-son team, have published more than 50 articles in journals such as Academy of Management Review, Academy of Management Executive, Journal of Applied Psychology, Long Range Planning, International Journal of Management, Journal of Business Strategy, and Advanced Management Journal.

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The internal and external factor evaluation matrices have been introduced by Fred R. David in his book ' Strategic Management ' [1] (at least I found them there and couldn ' t trace their origins anywhere else). According to the author, both tools are used to summarize the information gained from company ' s external and internal environment analyses.

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