

# Aligning for Advantage

*Competitive Strategies for the Political and Social Arenas*

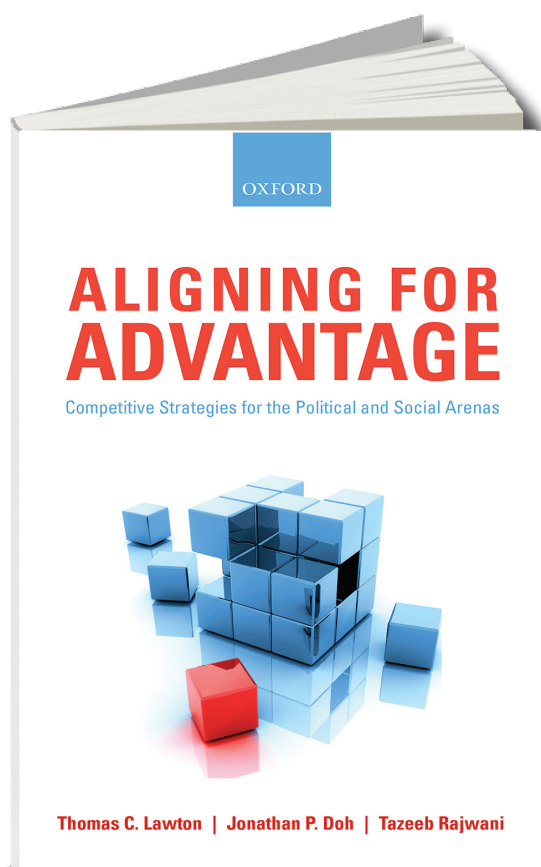
**Thomas C. Lawton, Jonathan P. Doh, and  
Tazeeb Rajwani**

- Takes a strategic management approach to a company's engagement with political, regulatory and social arenas and interests
- Develops a conceptual framework and managerial process for designing and delivering successful nonmarket strategies
- Compares and synthesizes nonmarket strategy best practices in a variety of company and country contexts

*Aligning for Advantage* argues that to build and sustain corporate success, companies must synchronize business objectives and market positions with political and regulatory activism and social and environmental engagement. Moreover, to be credible and realizable, these external market and nonmarket strategies need to be equally attuned with corporate vision, values, and culture. The book advances a managerial process and conceptual framework for aligning corporate strategy.

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