

Strategic Management Concepts And Cases

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Strategic Management: Concepts and Cases (ehemals ...

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Strategic Management concepts and cases

Strategic Management CONCEPTS AND CASES Fred R. David Francis Marion University Florence, South Carolina Prentice Hall Boston Columbus Indianapolis New York San Francisco Upper Saddle River Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto

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For undergraduate and graduate courses in strategy. David's Strategic Management offers a skills-oriented, practitioner perspective that has been updated with modern cases to reflect current research and strategy.. Skills-Oriented Practitioner Perspective The 12 th edition focuses on strategic-management and practice by heavily focusing on real-world applications that support AACSB guidelines.

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Strategic management involves the related concepts of strategic planning and strategic thinking. Strategic planning is analytical in nature and refers to formalized procedures to produce the data and analyses used as inputs for strategic thinking, which synthesizes the data resulting in the strategy.

Strategic management - Wikipedia

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