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ESSENTIALS OF TRATEGIC ANAGEMENT

Essentials of Strategic Management is significantly shorter than our other books, but we have not “dumbed it down” or made it “cutesy” It is a rigorous explanation of many topics and concerns in strategic management We condensed the content of the field into eleven carefully crafted chapters The key concepts and

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organization operates prior to formulating a strategy, as well as the plan for implementation and control of the strategy

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