



Strategic Management And Business Policy

Author : Thomas L Wheelen J David Hunger / **Category**
: Business planning / **Total Pages** : 979 pages

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Summary : Free strategic management and business policy pdf download - this edition introduces a new theme that runs throughout all 12 chapters: environmental sustainability. This new theme complements the existing global issue and the most comprehensive strategy book on the market, with chapters ranging from corporate governance and social responsibility to competitive strategy.

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introduction: what is strategic management? - introduction: what is strategic management? ... strategic management actually encompasses elements of ... developed business strategy in terms

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