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Strategic Management Concepts And Cases

Professor Fred R. David is a legend in the field of strategic management. Over the past three decades, universities, businesses, and management consultancies around the world have benefited from the powerful intellect and business genius upon which David's pioneering "Strategic Management" texts are built.

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Description Designed for the Strategic Management course, Strategic Management: Concepts and Tools for Creating Real World Strategy by Jeff Dyer, Paul Godfrey, Robert Jensen, and David Bryce will make your life easier. This text delivers an insightful and concise introduction to the concepts of strategy with a strong mix of professional applications drawing on the authors' personal experiences.

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