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Robert M. Grant is Professor of Management at Georgetown University. He is on the editorial boards of the Strategic Management Journal and Strategy & Leadership.His text, Contemporary Strategy Analysis is a pre-eminent textbook in the field and is accompanied by his Cases to Accompany Contemporary Strategy Analysis.

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into more structured thinking about global competition, but by this time strategic planning had itself evolved into its next phase. Although the strategic planning phase put more concentration into strategy in relation to the business environment, markets and competitors, the most common process was still based on the

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