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A guide to strategic management It seeks to respond to the demands of today s rapidly changing and unpredictable marketplace that students will face when they enter the business world The concepts only text is designed to engage students and provide a solid treatment of traditional topics in strategic management as well as contemporary topics such as entrepreneurship knowledge management and e commerce and Internet strategies Numerous applications from business practice plus sidebars about six in each chapter illustrate key concepts and chapter opening vignettes offer examples of what can go wrong

Strategic Management, Testbank Hubbard & Thornton,2005-07-01 [Strategic Management](#) Robert A. Comerford,Dennis W. Callaghan,Steve Anderson,1985 *Strategic Management* Gregory G. Dess,G. T. Lumpkin,Alan B. Eisner,2006 [Strategic Management: Text and Cases](#) Alan Eisner,Gerry McNamara,Gregory G Dess, Dr.,2018-02-13
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[Strategic Management](#) Gregory G. Dess,G. T. Lumpkin,Gregory Dess G.T. Lumpkin Marilyn Taylor,2002-08-29

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