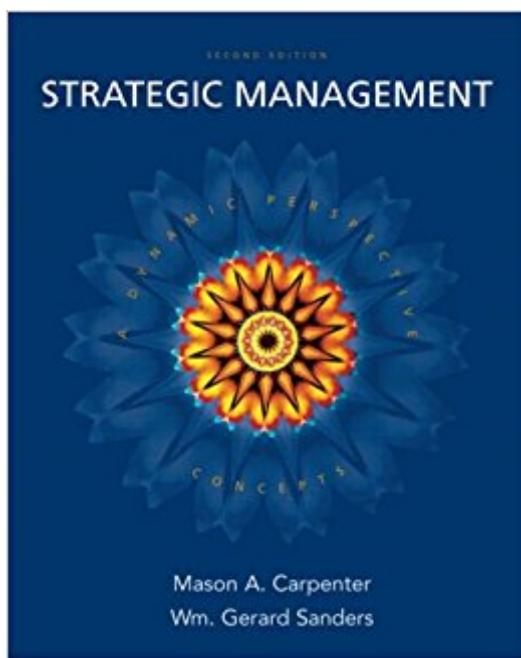


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Strategic Management: A Dynamic Perspective: Concepts, 2nd Edition



Synopsis

KEY BENEFIT- This is the book that enables students to TRANSFER conceptual classroom LEARNING to strategic application in their professional lives. KET TOPICS: Three key themes constitute the dynamic perspective on strategy: (1) changing strategies for changing times, (2) the integration of formulation and implementation, and (3) strategic leadership. For business professionals involved with strategic management.

Book Information

Paperback: 512 pages

Publisher: Pearson; 2nd edition (January 7, 2008)

Language: English

ISBN-10: 0132341409

ISBN-13: 978-0132341400

Product Dimensions: 8 x 0.9 x 9.9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 33 customer reviews

Best Sellers Rank: #63,848 in Books (See Top 100 in Books) #108 in Books > Business & Money > Management & Leadership > Strategy & Competition #257 in Books > Business & Money > Processes & Infrastructure > Strategic Planning #301 in Books > Business & Money > Management & Leadership > Systems & Planning

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KEY BENEFIT- This is the book that enables students to TRANSFER conceptual classroom LEARNING to strategic application in their professional lives. KET TOPICS: Three key themes constitute the dynamic perspective on strategy: (1) changing strategies for changing times, (2) the integration of formulation and implementation, and (3) strategic leadership. For business professionals involved with strategic management.

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this issue.

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