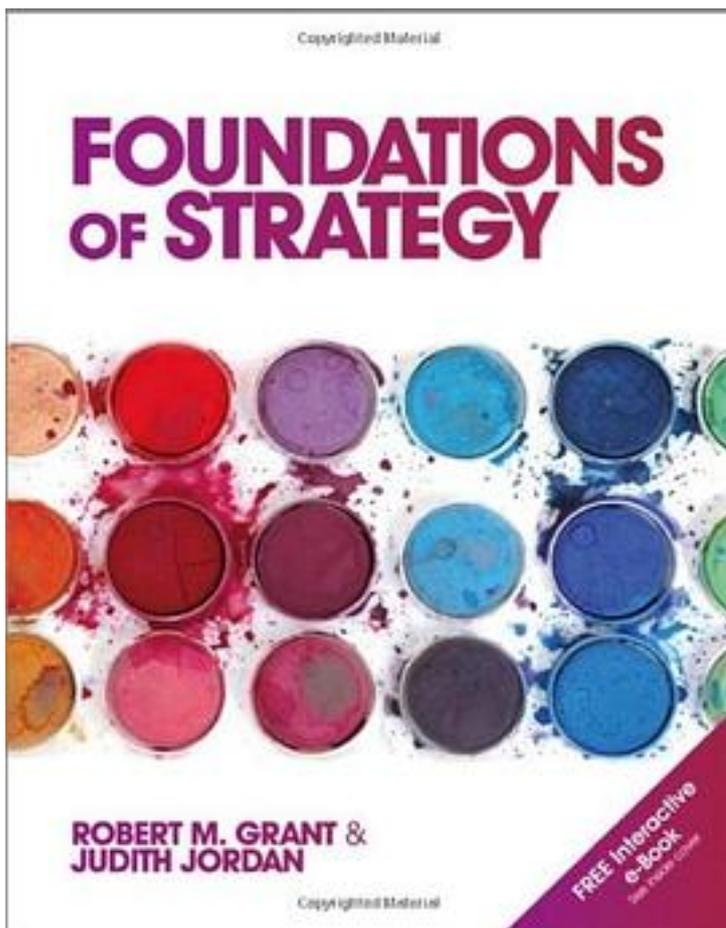


# Foundations of Strategy



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Foundations of Strategy is a new concise text aimed at both undergraduate students and Masters students. With the needs of these students in mind, Robert Grant and Judith Jordan write in an accessible style, with a clear, comprehensive approach and

sound theoretical depth. Extensive teaching materials such as Case Teaching notes, an Instructor's Manual, Test Bank and PPT slides are available on an accompanying website - [www.foundationsofstrategy.com](http://www.foundationsofstrategy.com) The website also features extra, longer cases written by Robert Grant and access to a simulation for use in teaching. Students have access to the entire text as an e-book with embedded video clips for each case study, and self test questions to check understanding.

作者介绍:

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## 标签

Textbook

Strategy

Management

01.04\_Strategy

01.01\_Management

01.00\_Business

## 评论

本科时学习战略管理，看似学了些东西，但又没什么体悟。到了硕士再学，多了不少收获，这本书中案例不错

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书评

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