

Strategic Management



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KEY BENFIT: David's "Strategic Management" offers a skills-oriented, practitioner perspective that has been updated with modern cases to reflect current research and strategy. This text covers strategy formulation issues such as business ethics, global vs. domestic operations, vision/mission, matrix analysis, partnering, joint venturing, competitive analysis, and includes a brand new cohesion case on the Walt Disney Company. For management professionals, small business owners and others involved in business.

作者介绍:

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