

Strategic Management



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"Strategic Management: Creating Competitive Advantage, 4th Edition", by the prestigious authors Dess/Lumpkin/Eisner provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such as digital and internet strategies, innovation and corporate entrepreneurship, knowledge management, and intellectual assets. This text's accessible writing style and wealth of new and updated illustrations, which clarify the most difficult topics, make this text the best resource for your students.

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