



Strategic Management: Concepts and Cases and MyManagementLab with eBook Package (2nd Edition)

Mason Carpenter, Gerry Sanders

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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.

KEY 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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