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# **Strategic Management**

Fred R. David



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### Strategic Management Fred R. David

This text integrates the most recent academic theory with current business practices in strategic management. Illustrating concepts with examples from some of today's global organizations, it features a diverse selection of applications-oriented and thought-provoking cases that put the theories in a real-world perspective for students. Forty one diverse cases highlight decision-making situations - cases are organized by goods, services, international, small business, not-for-profit, and social responsibility and ethics which include discussions on key current topics, such as corporate governance, corporate restructuring, reconfiguring/re-engineering, and horizontal structure. The text is also available in split editions - "Strategic Management: Concepts" and "Strategic Management: Cases." This book draws insight from all business disciplines as well as disciplines from the social sciences which have contributed to the study of strategic management.

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