

Strategic Management: Concepts and Cases

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✓ Verified Book of Strategic Management: Concepts and Cases

Summary:

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Thompson/Strickland is the strategic management market leader by a wide margin. The book and its parts include excellent text material, the best cases, and a strong current readings component. With this edition, the text portion now contains the best coverage of the resource-based view of the firm, keeping up the Thompson/Strickland's Strategic Management commitment to currentness in thought, excellence in package, and reliability overall. The cases which are starred below can be found on Strat-TUTOR.

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