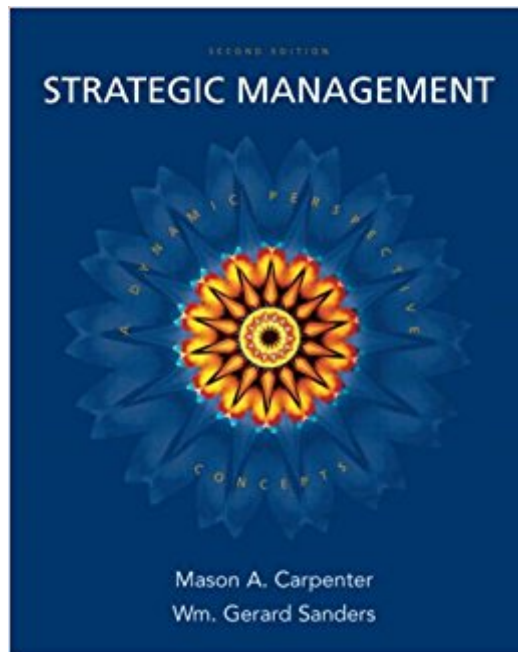




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# Strategic Management: A Dynamic Perspective: Concepts, 2nd Edition



## Synopsis

**KEY BENEFIT-** This is the book that enables students to TRANSFER conceptual classroom LEARNING to strategic application in their professional lives. **KET 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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**KEY BENEFIT-** This is the book that enables students to TRANSFER conceptual classroom LEARNING to strategic application in their professional lives.**KET 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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this issue.

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