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Fred and Forest are coauthors of Strategic Management: Concepts and Cases—A Competitive Advantage Approach that has been on a two-year revision cycle since 1987 when the first edition was published. This text has been a leader in the field of strategic management for almost three decades, providing an applications, practitioner-approach to ...

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Strategic Management concepts and cases

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Chapter 1 Overview of Strategic Management - YouTube

The process of strategic management lists what steps the managers should take to create a complete strategy and how to implement that strategy successfully in the company. It might comprise from 7 to nearly 30 steps [4] and tends to be more formal in well-established organizations.. The ways that strategies are created and realized differ. Thus, there are many different models of the process.

Strategic Management Process? - Strategic Management Insight

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