

Strategic Management: An Integrated Approach



This book is designed so that the concepts build upon one another, with earlier chapters providing a strong foundation for understanding concepts in later chapters. The authors go beyond an uncritical presentation of text material to debate the strengths and weaknesses and advantages and disadvantages of various techniques, strategies, and structures. This approach demonstrates that in real world, strategic issues are complex and involve consideration of pros and cons and willingness to accept tradeoffs.

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