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this book doesn't include cases! It is NOT the same book as "strategic management competitiveness and globalization - concepts and cases" The cover is exactly the same, which is extremely confusing.

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(PDF) Strategic Management: Concepts and Cases

Objectives The student will develop an understanding of strategic management concepts. The student will understand the importance of strategic planning and its impact on the organization.

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STRATEGY AND STRATEGIC MANAGEMENT CONCEPTS: ARE THEY ...

strategic management to contemporary organizations [74]. In this sense, the survey sought to contribute towards management knowledge in the organizational environment.

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