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Título: Cases To Accompany Contemporary Strategy Analysis

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Precio: \$360.00

Editorial:

Año: 2008

Tema:

Edición: 6^a

Sinopsis

ISBN: 9781405163101

This popular casebook which illustrates the key strategic management concepts and frameworks is now available in a new and updated edition.

Now includes new case studies on Manchester United, Raisio and the Launch of Benecol Margarine, American Apparel and Outback Steakhouse as well as updated and more condensed versions of cases included in the previous edition

Demonstrates current business theory using real business situations, focusing on well-known companies from North America, Europe and Asia

Can be used to accompany the textbook Contemporary Strategy Analysis or as a stand-alone text

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