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**Título:** Strategic Management, Concepts And Cases

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**Precio:** \$759.00

**Editorial:**

**Año:** 2008

**Tema:**

**Edición:** 12<sup>a</sup>

**Sinopsis**

**ISBN:** 9780136015703

Fred R. David's revision of his popular text gives students of all levels a thorough and interesting introduction to strategic management \_ one that will show you the value and the excitement of the field. Now with a greater emphasis on the use of technology and international strategic management, this eighth edition includes fascinating new cases, a useful model, handy matrices, and much more:

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