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**Título:** Strategic Management And Competitive Advantage.  
Concepts

**Autor:** Barney / Hesterly

**Precio:** \$389.00

**Editorial:**

**Año:** 2008

**Tema:**

**Edición:** 2ª

**Sinopsis**

**ISBN:** 9780136135203

For courses in strategy/strategic management. For professors who want students to see connections between big ideas in strategy (thus understanding vs. memorizing), Barney/Hesterly provides an organizing framework (VRIO) as the foundation of the text. Students have a clear decision-making framework to use in analyzing cases and business situations.