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Concepts And Cases

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Core strategic management concepts without the excess.

What Is Strategy and the Strategic Management Process?; Evaluating a Firm's External Environment; Evaluating a Firm's Internal Capabilities Chapter 4: Cost Leadership; Product Differentiation; Vertical Integration; Corporate Diversification; Organizing to Implement Corporate Diversification; Strategic Alliances; Mergers and Acquisitions; International Strategy

For readers interested in learning the fundamental concepts of strategic management, without having to skim through pages of irrelevant bulk.