



## Strategic Management: Concepts

By Peter Wright, John Parnell, Mark Kroll

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## Strategic Management: Concepts By Peter Wright, John Parnell, Mark Kroll Bibliography

- Sales Rank: #8959561 in Books
- Published on: 1997-11-19
- Original language: English
- Number of items: 1
- Dimensions: .57" h x 8.04" w x 9.98" l,
- Binding: Paperback
- 318 pages

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Offering the same comprehensive, cutting-edge coverage found in the core text, *Strategic Management: Concepts*, Third Edition is ideal for instructors who prefer to use a separate casebook or their own cases. Interesting in both content and format, it integrates the most recent academic theory with current business practices in strategic management, and liberally illustrates concepts with examples from some of today's most progressive global organizations.

### **From the Back Cover**

**Key Benefit:** Interesting in both content and format, the book integrates the most recent academic theory with current business practices in strategic management. **Key Topics:** The book liberally illustrates concepts with examples from some of today's most progressive global organizations. Features unique boxes to demonstrate how a variety of domestic and international companies succeed or fail at implementing theories. Includes discussions on key industry topics, such as corporate governance, corporate restructuring, reconfiguring/reengineering, and horizontal structure. **Market:** For anyone interested in Strategic Management.

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