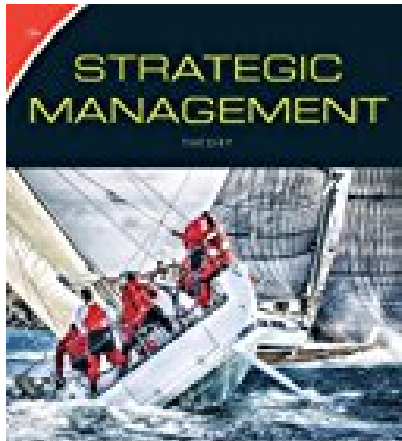


Strategic Management Theory An Integrated Approach



HILL | SCHILLING | JONES

BOOK DETAILS

- Author : Charles W. L. Hill
- Pages : 424 Pages
- Publisher : South-Western College Pub
- Language : English
- ISBN : 1305502337

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BOOK SYNOPSIS

This leading strategy text presents the complexities of strategic management through up-to-date scholarship and hands-on applications. Highly respected authors Charles Hill, Gareth Jones, and Melissa Schilling integrate cutting-edge research on topics including corporate performance, governance, strategic leadership, technology, and business ethics. Based on real-world practices and current thinking in the field, the eleventh edition of STRATEGIC MANAGEMENT features an increased emphasis on the changing global economy and its role in strategic management. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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