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Strategic Management: Text and Cases, written by the highly respected author team of Dess, McNamara, and Eisner, continues to provide readers what they have come to expect of this title: solid treatment of traditional strategic management topics, application of strategic management concepts to real-world examples, and interwoven contemporary themes revolving around globalization, technology, ethics, environmental sustainability and entrepreneurship.

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3-2 5. In conducting a SWOT analysis, a risk for strategists is that they rely on traditional definitions of their industry and competitive environment and therefore focus too narrowly on current competitors.

Test Bank for Strategic Management: Text and Cases 8th

strategic management efforts. Their input, advice, and lessons learned, both successes and failures, have been incorporated into this document so that we may all apply better strategic management processes in our organizations. Special thanks is extended to those who participated in the Case Studies by sharing the

details of their strategies and results.

Strategic Management Handbook - University of North Texas

Strategic Management: Text and Cases 6th edition, by Dess, Gregory Dess, Eisner, GT Lumpkin, Lumpkin, Alan Eisner & Gerry McNamara Preface This compendium provides a comprehensive overview of the most important topics covered in a strategict course at the Bachelor, Masters or MBA level.

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His research has been published in numerous journals, including the Academy of Management Journal, Strategic Management Journal, Organization Science, Organizational Behavior and Human Decision Processes, Journal of Management, and Journal of International Business Studies.

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