

Strategy for action-I: the logic and context of strategic management

Gandellini, Giorgio, author

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Abstrak

[This book addresses major phases of strategic management, including environmental analysis, strategy formulation and development, strategy evaluation and control. By design, the book does not present theoretical concepts that cannot be applied in practice., This book addresses major phases of strategic management, including environmental analysis, strategy formulation and development, strategy evaluation and control. By design, the book does not present theoretical concepts that cannot be applied in practice.]