

[PDF] Strategic Management And Business Policy: Globalization, Innovation And Sustainability (14th Edition)

Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Chuck Bamford - pdf download free book



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Author: Thomas L. Wheelen, J. David

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Description:

A class-tested approach to Strategy for Strategic Management and Business Policy courses

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Wheelen and Hunger's class-tested approach to teaching Strategy is brought into sharper focus with a new emphasis on **globalization, innovation, and sustainability**. This text equips students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward.

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