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Strategic Management With Powerweb Olc And Business Week Card

John A. Pearce



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Pearce and Robinson have retained high level of academic credibility and market leading emphasis on strategic practice with this edition. This text continues to have strong support from long time adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical systematic approach. The 9th edition will once again include numerous Business Week short cases and a wide assortment of traditional longer strategic management cases. Pearce and Robinson continue to use a unique pedagogical model they created to provide logic and structure to its treatment of strategic management which in turn makes the material more easily organized by the instructor and learned by the student. Books In Print 2004-2005 Ed Bowker Staff, Staff Bowker, Ed, 2004 **Strategic Management** John A.

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