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basic concepts of strategic management not always a formal process • where is the organization now? (not where do we hope it is) • if no changes are made, where ...

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pieces on strategic management concepts, i recommend j. william pfeiffer's anthology, ... pfeiffer's anthology, strategic planning: selected readings.

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strategy and strategic management concepts: are they recognised by management students? emerson wagner mainardes, joão j. ferreira, mário l. raposo

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