

## Strategic Management By Fred David Benereore

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the eleventh edition of strategic management is a current well written strategic management book with the most up to date compilation of cases available designed in functional four color it offers a popular practitioner oriented perspective focuses on skill building in all major areas of strategy formation implementation and evaluation and weaves three very contemporary themes throughout each chapter globalization the natural environment and e commerce

the author provides an overview of strategic management as well as strategy formulation and implementation strategy evaluation strategic management case analysis 46 experiential exercises and 43 cases including service company cases and manufacturing company cases for management professionals small business owners and others involved in business

in today's economy gaining and sustaining a competitive advantage is harder than ever strategic management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity helping students develop their own cutting edge strategy through skill developing exercises publisher's website

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