

Strategic Management: Formulation, Implementation, and Control (10th Edition)

John A. Pearce



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Strategic Management: Formulation, Implementation, and Control (10th Edition)

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Strategic Management: Formulation, Implementation, and Control (10th Edition) John A. Pearce Strategic planning as a process is nicely presented in this well written textbook. As an instructor of strategic planning at the master's level, I find the students like the book and cases and are able to create competent strategic plans using the process described. Very good resource book; one I have kept on my reference shelf.

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