

# STRATEGIC MANAGEMENT

Text & Cases

eleventh edition

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# Strategic Management Text And Cases

**James M. Higgins, Julian W. Vincze**



## **Strategic Management Text And Cases:**

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Strategic Management F. Glenn Boleman,Robert Earl Schellenberger,Arvind V. Phatak,1986-01-01 Assuming a background in management marketing finance accounting and economics it introduces the reader to the basics of strategic management focusing on three approaches text cases and practical insights from the real world Six concise chapters cover the strategic management process organized around a conceptual model presented in the first chapter Cases cover strategic management problems in a broad range of industries and focus on various aspects of the strategic management framework The text offers practical insights into strategic planning implementation and control including the nature of strategic decisions identification of opportunities threats and key success factors evaluation of a firm s strengths and weaknesses organizational mission philosophy and policies strategic objectives generic corporate strategy alternatives corporate business and functional strategy analysis choosing a strategy and more

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