

Strategic Management Text And Cases By Dess Gregory Lumpkin Gt Tom Eisner Alan Mcnamara 6th Sixth Edition Hardcover2011

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STRATEGIC MANAGEMENT - Lingnan University

The course emphasizes the value and process of strategic management. In addition to familiarizing

students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organisations. The Strategic Management course is designed to explore an organisation's vision, mission, examine