



# Strategic Management: Concepts and Cases (12th Edition)

*Fred R. David*

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**Strategic Management: Concepts and Cases (12th Edition)** Fred R. David

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This text covers strategy formulation issues such as business ethics, global vs. domestic operations, vision/mission, matrix analysis, partnering, joint venturing, competitive analysis, and includes a brand new cohesion case on the Walt Disney Company.

For management professionals, small business owners and others involved in business.

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