

Strategic Management Dess Lumpkin Eisner 6th Edition

a guide to strategic management it seeks to respond to the demands of today's rapidly changing and unpredictable marketplace that students will face when they enter the business world the concepts only text is designed to engage students and provide a solid treatment of traditional topics in strategic management as well as contemporary topics such as entrepreneurship knowledge management and e commerce and internet strategies numerous applications from business practice plus sidebars about six in each chapter illustrate key concepts and chapter opening vignettes offer examples of what can go wrong

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providing concepts and cases this work offers a treatment of traditional topics in strategic management it also contains topics such as entrepreneurship intrapreneurship knowledge management and intellectual capital and e commerce and internet strategies each case is supported with teaching notes that include the

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