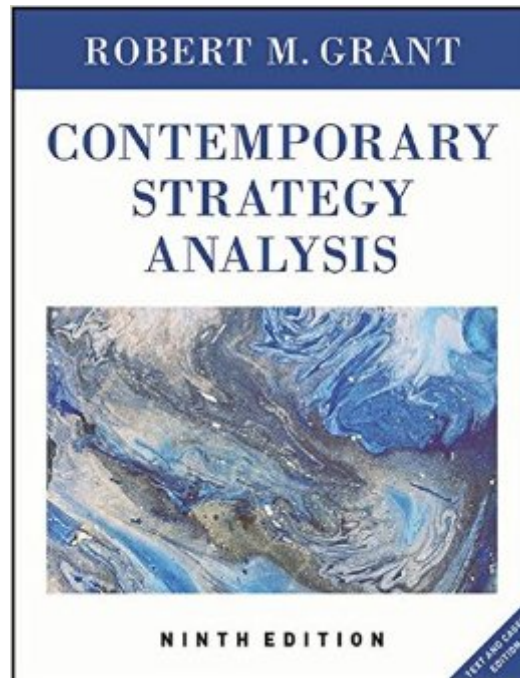


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# Contemporary Strategy Analysis: Text And Cases Edition



## Synopsis

Brings together the text with an updated collection of 20+ case studies Introduces students to the core concepts and principles of strategy Combines a rigorous approach to business strategy analysis with highly relevant examples of current practice Includes access to high quality case and author video clips

## Book Information

Paperback: 776 pages

Publisher: Wiley; 9 edition (January 5, 2016)

Language: English

ISBN-10: 1119120845

ISBN-13: 978-1119120841

Product Dimensions: 7.3 x 1.1 x 9.5 inches

Shipping Weight: 2.7 pounds (View shipping rates and policies)

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