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Contemporary Strategy Analysis, with eBook Access Code Robert M. Grant, 2024-11-19. THE UPDATED NEW EDITION OF THE CLASSIC STRATEGIC ANALYSIS TEXTBOOK ADDRESSES THE EMERGING CHALLENGES THAT BUSINESSES FACE IN AN INCREASINGLY COMPLEX AND DYNAMIC ENVIRONMENT. A market-leading title across the world in upper-level undergraduate and MBA courses.

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Contemporary Strategy Analysis 8e Text Only Robert M. Grant, 2013-03-04. Everything you need to know about contemporary strategy analysis. This accessible book concentrates on the fundamentals of value creation with an emphasis on practicality. It focuses on strategy implementation that reflects the

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CIMA Official Learning System Management Accounting Business Strategy Neil Botten, 2007-08-16 The 2008 edition of CIMA s Official Learning Systems has been written in conjunction with the Examiner to fully reflect what could be tested in the exam Fully revised and now in 2 colour paperback format the 2008 Learning Systems provide complete study material for the May and November 2008 exams This edition includes practice questions throughout complete revision section topic summaries recommended reading articles from a range of journals Q A s CIMA Learning Systmes are the only study materials endorsed and recommended by CIMA The Official Learning Systems are the only study materials endorsed by CIMA Fully revised with new examples and case studies Written by the Examiner Complete integrated package incorporating syllabus guidance full

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