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### **Strategic Management Handbook**

strategic management efforts Their input, advice, and lessons learned, both successes and failures, have been incorporated into this document so that we may all apply better strategic management processes in our organizations Special thanks is extended to those who participated in the Case Studies by sharing the details of their strategies

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Authorized adaptation from the United States edition, entitled Concepts in Strategic Management and Business Policy, 14th edition, ISBN 978-0-13-312612-9, by Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, and Charles E.

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