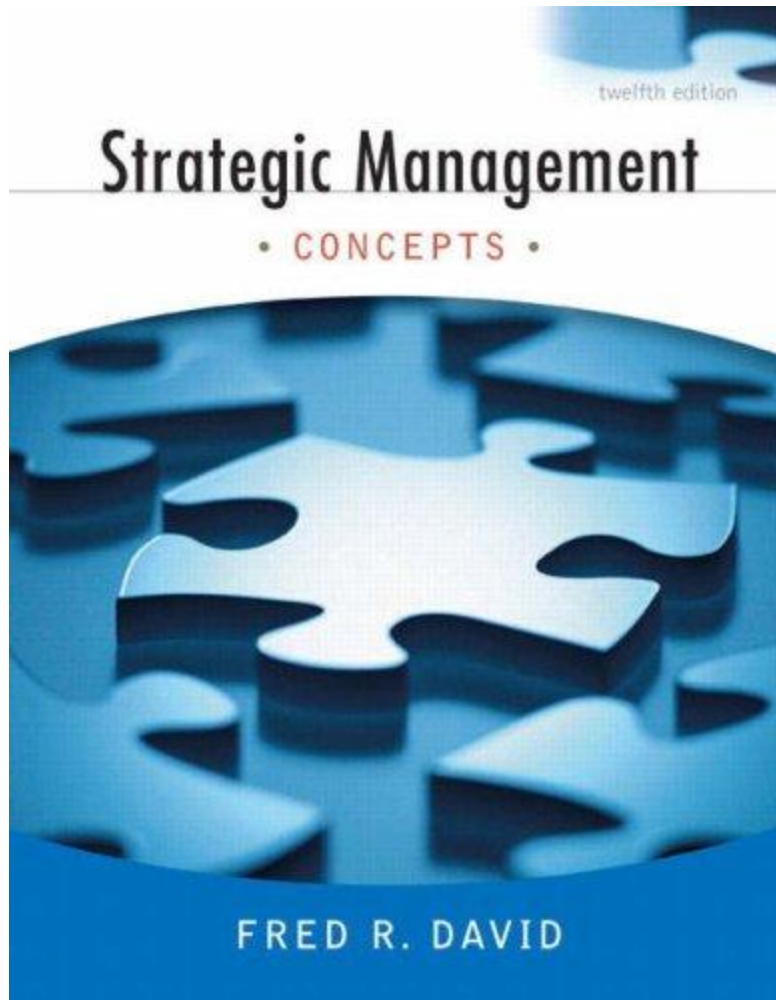


Strategic Management: Concepts (12th Edition) by Fred R David



[Great Book](#)

KEY BENEFIT: David's Strategic Management offers a skills-oriented, practitioner perspective that has been updated with modern cases to reflect current research and strategy.

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.

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Personal Review: Strategic Management: Concepts (12th Edition) by Fred R David

This book is great, it's easy to understand. Anyone can grasp the material quickly, since it's written in everyday language. Helpful links are posted on the border of the page with additional sources to the information written. I'm a biotechnology student and this definitely made me understand Business a lot better!

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