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Essentials of Strategic Management

Essentials of Strategic Management 6th edition by Gamble, Peteraf, and Thompson presents concise, straight-to-the-point discussions and responses head-on to the growing requests by business faculty for a concisely-written strategic management text that captures the interest of students. Essentials of Strategic Management presents a conceptually strong treatment of strategic management principles and analytic approaches that features straight-to-the-point discussions, timely examples, and a writing style that captures the interest of students.