



Strategic Management: Concepts with Connect Plus

By Frank Rothaermel

Irwin/McGraw-Hill, United States, 2014. Book. Book Condition: New. 2nd. 251 x 201 mm. Language: English . Brand New Book. Strategic Management: Concepts 2e by Frank T. Rothaermel combines quality and user-friendliness with rigor and relevance by synthesizing theory, empirical research, and practical applications in this new edition, which is designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. With a single, strong voice that weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights, to teach students how companies gain and sustain competitive advantage. OneBook.OneVoice.OneVision.



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