

# Strategic Management Text And Cases 6th Edition

## STRATEGIC MANAGEMENT TEXT AND CASES 6TH EDITION

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Strategic management is a broader term than strategy and is a process that includes top management's analysis of the environment in which the organization operates prior to formulating a strategy, as well as the plan for implementation and control of the strategy.

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With a PhD in Management from the University of South Carolina, Fred is the tranSouth Professor of Strategic Planning at Francis Marion University (FMU) in Florence, South Carolina. Forest has taught strategic-management courses at Mississippi State University, Campbell University, and FMU.

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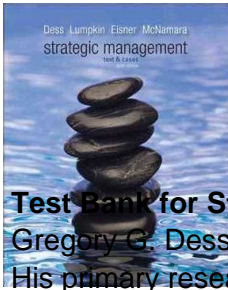
In most business schools, strategic management is a "capstone" course that requires students to draw on insights from various functional courses they have completed (such as marketing, finance, and accounting) in order to understand how top executives make the strategic decisions that drive whether organizations succeed or fail.

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## Test Bank for Strategic Management: Text and Cases 8th

Gregory G. Dess is the Andrew R. Cecil Endowed Chair in Management at the University of Texas at Dallas. His primary research interests are in strategic management, organization-environment relationships, and knowledge management.

## Amazon.com: Strategic Management: Text and Cases

Strategic Management: Text and Cases 6th edition, by Dess, Gregory Dess, Eisner, GT Lumpkin, Lumpkin, Alan Eisner & Gerry McNamara Preface This compendium provides a comprehensive overview of the most important topics covered in a strategic course at the Bachelor, Masters or MBA level.

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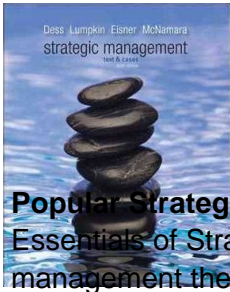
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