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EIGHTH EDITION EXPLORING CORPORATE STRATEGY

The book I read to research this post was Exploring Corporate Strategy by Gerry Johnson et al which is a very good book which I bought from a car boot sale. This book which is the 2nd edition was published in 1988 and much of the information in the book is probably a bit out of date not to mention corporate strategy has changed since but it's ...

Exploring Corporate Strategy by Gerry Johnson

The Exploring Strategy Model: Includes understanding the strategic position of an organisation assessing strategic choices for the future and managing strategy in action (process). At first you have to understand the strategic position, then making strategic choices and finally turning strategy into action.

Summary Exploring Strategy - chapter 1-15 - - StudeerSnel

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