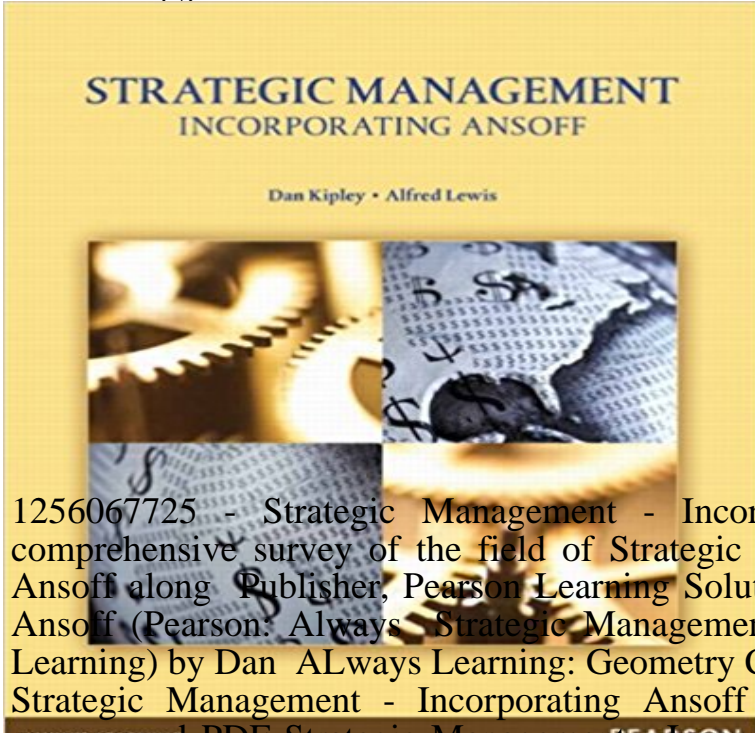


Strategic Management - Incorporating Ansoff (Pearson: Always Learning)



This text is based on the seminal foundation of the “Father of Strategic Management” Distinguished Professor H. I. Ansoff. It provides a comprehensive survey of the field of Strategic Management as originally proposed by Dr. Ansoff along with some updates due to the increasingly turbulent environment.

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