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Exploring Strategy: Text & Cases by Gerry Johnson

Exploring Strategy 9th (ninth) Edition by Johnson, Prof Gerry, Whittington, Prof Richard, Scholes, Pro published by Financial Times/ Prentice Hall (2010) Unknown Binding See all formats and editions £2.79 delivery: Sep 25 - Oct 5 Details

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Summary Exploring Strategy - chapter 1-15 - - StudeerSnel

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 This book which is the 2nd edition was published in 1988 and much of the information in the book is probably a bit out of date not to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

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