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v Brief contents Prologue xxi Part I Introducing Strategic Management 1 1 Introducing strategy and strategy making 4 2 Thinking and acting strategically 43 3 Adopting a global perspective 78 4 Reading an uncertain future 113 Part II Strategic Environments and Competitive Advantage 157 5 Identifying opportunity and risk 160 6 Reading the competitive environment 199 7 Analysing resources ...

Strategic Management

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The importance of strategic management, Case study of H&M Type of project Thesis Date 27.4.2011 Pages 59+12 Supervisor(s) of study 1st Antti Iire 2nd Anneli Juutilainen Executive organization H&M in Kuopio, Finland Abstract Hennes & Mauritz (H&M) is a 100 billion Sweden company, engaged in designing and

THE IMPORTANCE OF STRATEGIC MANAGEMENT A case study of H&M

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Strategic Management for Tourism, Hospitality and Events

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