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Strategy

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BUS441 Syllabus 20161 A Crash Course in Strategic Management Wheelen And Hunger Strategic Management By: Thomas Wheelen and David Hunger. The process of strategic management involves four basic elements: (1) environmental scanning, (2) strategy formulation, (3) strategy implementation, and (4) evaluation and control. At the corporate level, the strategic management process includes activities that range from environmental

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For courses in Strategic Management at the undergraduate senior level, or at the MBA introductory level. This comprehensive text provides an engaging look into new and traditional strategic management topics. Hunger and

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Strategic Management - J. David Hunger, Thomas L. Wheelen

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About the Author Thomas L. Wheelen, D.B.A., M.B.A., B.S. Cum Laude (George Washington University, Babson College, and Boston College, respectively), College, M.B.A. (1961); Boston College, B.S. cum laude (1957).

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