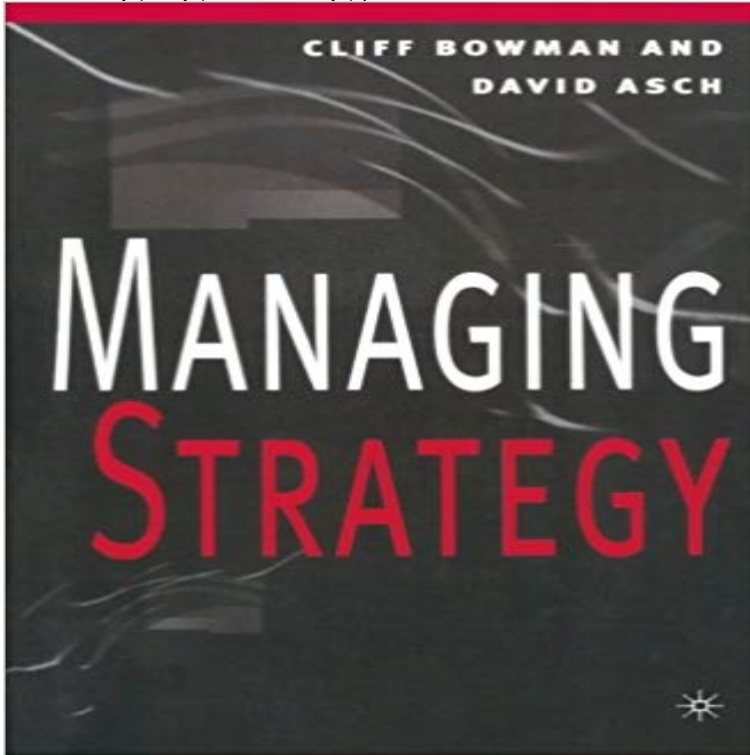


## Managing Strategy



This new text by Cliff Bowman and David Asch is designed for courses in strategic management, business strategy and business policy. It will be particularly suitable for MBAs, post experience students and undergraduates taking a one semester course. It will also appeal to practising managers in a wide range of organisations who are interested in developing a sound understanding of strategic issues.

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