



Exploring Corporate Strategy (8th Edition)

By Gerry Johnson, Kevan Scholes, Richard Whittington

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I found this book to be invaluable during [my] Strategic Management module. During my written assignment (which I passed easily) I drew heavily on the concepts and ideas introduced in this publication.

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About the Author

Gerry Johnson is Professor of Strategic Management at Lancaster University. Kevan Scholes is Visiting Professor of Strategic Management at Sheffield Hallam University. Richard Whittington is Professor of Strategic Management at University of Oxford.

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