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Strategic Management: Concepts and Cases [Arthur A. Thompson, A.J. Strickland III] on Amazon.com. \*FREE\* shipping on qualifying offers. Strategic Management: Concepts and Cases

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## **Amazon.com: Strategic Management (9780073037141): Thompson ...**

Strategic Management: Concepts and Cases. Strategic Management. : Arthur A. Thompson, Alonzo J. Strickland. McGraw-Hill/Irwin, 2003 - Strategic planning - 450 pages. 1 Review. This text is renowned...

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In Thompson and Strickland strategic management model, the popular force of driving changes in the long-term industry growth rate, marketing innovation, product innovation, technological change, changes in buyer demographics, entry or exit of major firms, diffusion of technological know-how, increasing globalization of the industry, changes in cost and efficiency, emerging buyer preferences, government policy changes, changing attitudes and lifestyles, etc.

## **Thompson and Strickland Strategic Management Model**

Arthur A Thompson AJ Strickland (1995) Strategic Management: Concepts and Cases (8th Ed) International Student Edition USA: Irwin - Volume 1 Issue 1

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