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Tim Hannagan

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Mastering Strategic Management provides a clear and insightful exploration of the complex issues faced by managers today. Organisations face constant change as a result of competitive pressures, political changes, social developments and technological progress. Strategic management is a plan of action to enable an organisation to succeed in this changing world through the dynamic management organisation and leadership of private and public sector companies and institutions.

This book describes and analyses all these issues and explains the process of meeting the needs of an organisation's customers and other stakeholders.



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