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Hill, W., Jones, G. R. & Galvin, P. (2004), Strategic management: An integrated approach, Wiley, Milton. Mankins, M. C. & Steele, R. (2005), Turning great strategy into great performance, Harvard Business Review (July – August), 64 – 72.

Strategic Management and Business Performance

As part of manager's function, Hill and Jones (2010) contended that strategy is a set of actions that are associated with

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Thorough yet concise, **ESSENTIALS OF STRATEGIC MANAGEMENT**, Third Edition, is a brief version of the authors' market-leading text **STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH**. Following the same framework as the larger book, **ESSENTIALS** helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality

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