



Strategic Management: Creating Value in Turbulent Times

Peter FitzRoy, James Hulbert

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This MBA level book offers a managerial perspective of strategic management, which the authors define as the task of creating organizations that generate value in a turbulent world. It covers all core areas of the subject in depth, but also includes many topics omitted by competing titles. Written in an accessible style and drawing on numerous examples of leading companies, Fitzroy and Hulbert demonstrate that the major driver of success is the quality of a firm's strategic management. Their clear learning objectives will ensure that readers emerge equipped to meet this challenge.

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