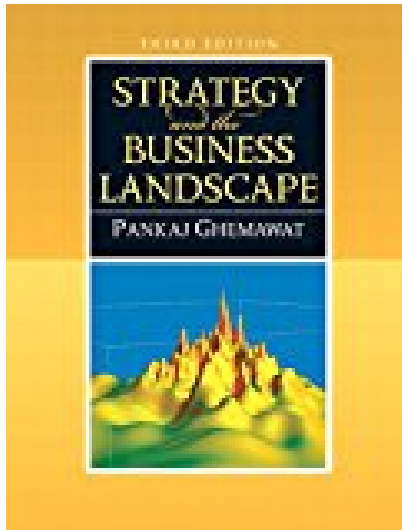


# Strategy and the Business Landscape 3rd Edition

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## BOOK DETAILS

- Author : Pankaj E. Ghemawat
- Pages : 192 Pages
- Publisher : Pearson
- Language : English
- ISBN : 0136015557

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## BOOK SYNOPSIS

**KEY BENEFIT:** Strategy and the Business Landscape is based on contemporary research in the field of strategy and adopts a value-focused, firm-centered perspective that promotes an analytical approach to strategy. **KEY TOPICS:** Origins of strategy, mapping the business landscape, creating competitive advantage, anticipating competitive dynamics, sustaining superior performance, and choosing a corporate scope. **MARKET:** This text is designed to help managers and business professionals master a body of analytical tools and develop an integrative point of view when making strategic choices.

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