



# Strategic Management and Business Policy, Ninth Edition

*Tom Wheelen, J. David Hunger, David Hunger*

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**Strategic Management and Business Policy, Ninth Edition** Tom Wheelen, J. David Hunger, David Hunger

This comprehensive book offers an engaging look into new and traditional strategic management topics. Its thorough coverage helps readers develop an understanding of the wide range of theories and research available in this field—from competitive strategy and industry analysis to environmental trends and ethics. Integration of international issues throughout provides an essential understanding of global economics and its impact on business activities in any location. **KEY TOPICS** 43 timely and well-researched corporate cases examine real companies at all stages of development. For directors of strategic planning, competitive intelligence analysts, and strategic planners.

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