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Pearson - Exploring Corporate Strategy, 6/E - Gerry ...

The book I read to research this post was Exploring Corporate Strategy by Gerry Johnson et al which is a very good book which I bought from a car boot sale. This book which is the 2nd edition was published in 1988 and much of the information in the book is probably a bit out of date not to mention corporate strategy has changed since but it's ...

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