

Global Strategic Management

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Global Strategic Management: Ungson, Gerardo R., Wong, Yim—

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Global Strategic Management—Gerardo R. Ungson, Yim Yu—

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Global Strategy is just one part of the larger subject of Strategic Management. Typically in many strategic management textbooks, International and Global Strategy appears as one of the chapter alongside many others - for example, it's chapter 19 in my book. Take the Blackberry RIM range of mobile phones.

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