



Exploring Corporate Strategy: Text & Cases (8th Edition)

By Gerry Johnson, Kevan Scholes, Richard Whittington



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Over **750,000** students **worldwide** have used this **best-selling** book to understand and explore strategic management through their academic and professional careers.

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Gerry Johnson is Professor of Strategic Management at Lancaster University. Kevan Scholes is Visiting Professor of Strategic Management at Sheffield Hallam University. Richard Whittington is Professor of Strategic Management at University of Oxford.

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