



# Understanding Strategic Management

By Anthony Henry

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## Understanding Strategic Management By Anthony Henry

Building upon the strengths of the first edition, *Understanding Strategic Management*, Second Edition, features an exceptionally clear writing style that conveys complex information in a clear manner. It also retains the previous edition's use of analysis; relevant, up-to-date case material; and coverage of various perspectives in the field. Numerous real-life examples help to illustrate the core concepts and theory underlying strategic management. With an emphasis on providing students with essential analytical tools, this edition links the text more closely to the Companion Website. The website hosts additional quantitative material, which is signposted throughout the text.

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## **Editorial Review**

### **Review**

"This is an excellent textbook that provides a very useful summary of key works in the field of strategic management, making full use of corporate examples taken from a wide range of sources and countries that bring theory to practice for students and researchers."--Sajjad Jasimuddin, *Aberystwyth University*

### **About the Author**

Anthony Henry was formerly a university senior lecturer in Strategic Management and is now Business Manager for a large medical practice.

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