

Strategy - MBA

MBA Strategy module

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@book{Grant_2016, address={Chichester, West Sussex}, edition={Ninth edition},
title={Contemporary strategy analysis: text and cases}, publisher={Wiley},
author={Grant, Robert M.}, year={2016} }
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@book{Jackson_Parry_2018, address={Los Angeles}, edition={Third edition}, title={A
very short, fairly interesting and reasonably cheap book about studying leadership},
publisher={SAGE}, author={Jackson, Brad and Parry, Ken W.}, year={2018} }
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@book{Johnson_Whittington_Scholes_Angwin_Regnér_2017, address={Harlow, England},
edition={Eleventh edition}, title={Exploring strategy: Text and cases},
url={https://ebookcentral.proquest.com/lib/uea/detail.action?docID=5186321},
publisher={Pearson}, author={Johnson, Gerry and Whittington, Richard and Scholes,
Kevan and Angwin, Duncan and Regnér, Patrick}, year={2017} }
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@book{Jones_2017, address={Oxford, United Kingdom}, edition={First edition},
title={Branding: a very short introduction}, volume={527}, publisher={Oxford University
Press}, author={Jones, Robert}, year={2017} }
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@book{Le Meunier-FitzHugh_Douglas_2016, address={Oxford, United Kingdom},
edition={First edition}, title={Achieving a strategic sales focus: contemporary issues and
future challenges},
url={https://dx.doi.org/10.1093/acprof:oso/9780198706632.001.0001},
publisher={Oxford University Press}, author={Le Meunier-FitzHugh, Kenneth and Douglas,
Tony}, year={2016} }
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@book{Lynch_2015, address={Harlow, England}, edition={Seventh edition},
title={Strategic management},
url={https://ebookcentral.proquest.com/lib/uea/detail.action?docID=5174490},
publisher={Pearson}, author={Lynch, Richard L.}, year={2015} }
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@book{Ong_Goyder_2020, address={Singapore}, title={Entrusted: stewardship for
responsible wealth creation},
url={https://ebookcentral.proquest.com/lib/uea/detail.action?docID=5928349},
publisher={World Scientific}, author={Ong, Boon Hwee and Goyder, Mark}, year={2020}
}
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@book{Witcher_Chau_2014, address={Andover, Hampshire, United Kingdom},
edition={Second edition}, title={Strategic management: principles and practice},
url={https://ebookcentral.proquest.com/lib/uea/detail.action?docID=5133142},
publisher={Cengage Learning}, author={Witcher, Barry and Chau, Vinh Sum},
year={2014} }
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