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Global Strategy | Chapter 1: Introduction to global ...

Global Strategy (Portuguese translation) (translated by Professors Joaquim Carlos Racy (Pontificia Universidade Catolica de Sao Paulo) and George Bedinelli Rossi (Universidade de Sao Paulo), published by South-Western Cengage Learning, Sao Paulo, Brazil, 2008).

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strategic management process, while developing an understanding that strategy (and the jobs of those who formulate and implement strategy) is a highly uncertain activity in which only careful thought, sensitivity to the managerial environment, and creativity will succeed in the long run. Course Learning Objectives: 1.

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