

What Is Strategy And Does It Matter? By Richard Whittington

By Richard Whittington

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Richard Whittington is a prominent academic in the Whittington, R. (1996). Strategy as Whittington, R. (2001). What is Strategy- and does it matter? (2nd ed

richard whittington. Professor of Strategic Management, University of Oxford. What is strategy-and does it matter? R Whittington. Cengage Learning EMEA, 2001. 1312:

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Richard Whittington, Reader in Strategy at the Sa d Business School, University of Oxford 168pp Published by Cengage Learning, 2001

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What Is Strategy and Does It Matter? [Paperback] [2000] (Author) Richard Whittington on Amazon.com. *FREE* shipping on qualifying offers.

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What is Strategy, and Does it Matter? This is the question Richard Whittington comparing how Americans and Europeans approach strategy. As Whittington