



# The Strategy Process: Concepts, Contexts and Cases

*James Brian Quinn, Henry Mintzberg, Robert M. James*

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For Strategic Management and Business Policy courses for the undergraduate. John Voyer joins the already winning combination of Mintzberg and Quinn for this new version of the book that teaches "how strategies really form". This text will provide the most balanced and easily accessible coverage of the various schools of thought in strategy. The authors have strengthened the "formulation" material while keeping the already thorough coverage of "formation" material intact.

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