



Contemporary Corporate Strategy: Global Perspectives (Routledge Studies in International Business and the World Economy)

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This research book contains over twenty research papers examining various aspects of corporate strategy in different national and international settings, this book is intended to equip readers with the latest knowledge to understand the complexities of corporate strategy both at a theoretical and operational levels. Further, the book is specifically written with the needs of the students of strategy both at an undergraduate and postgraduate who may want to gain contemporary knowledge of strategy based on empirical research.

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