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Title of study The importance of strategic management, Case study of H&M Type of project Thesis Date 27.4.2011 Pages 59+ 12 Supervisor(s) of study 1st Antti Iire 2nd Anneli Juutilainen Executive organization H&M in Kuopio, Finland

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Strategy Case Studies | Strategic Management Case Studies ...
vi Full contents List of figures xiii List of tables xv
Acknowledgements xvii
Prologue xxi Who this book is for xxii How to use the book xxiii The case studies xxix
Companion website xxxii
Introductory reading xxxiii
Part I
Introducing Strategic Management 1
1
Introducing strategy and strategy making 4

What is strategy? 5
A brief history of the concept 8
A multiplicity of meanings 13
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“ Strategic Management is 90 percent execution and 10 percent formulation ” . Discuss with relevant examples. With the fast moving technology and continuous changing

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