



# Strategic Management: Concepts BRV

By Jeffrey H. Dyer, Paul Godfrey, Robert Jensen, David Bryce



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Designed for the Strategic Management course, *Strategic Management: Concepts and Tools for Creating Real World Strategy, Binder Ready Version* by Jeff Dyer, Paul Godfrey, Robert Jensen, and David Bryce will make your life easier.

This text delivers an insightful and concise introduction to the concepts of strategy with a strong mix of professional applications drawing on the authors' personal experiences. Acting as consultants for your classroom, the authors developed this product in a manner that helps to spark ideas, fuel creative thinking and discussion, and introduce innovative learning technologies that aids students.

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