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Hill, W., Jones, G. R. & Galvin, P. (2004), Strategic management: An integrated approach, Wiley, Milton. Mankins, M. C. & Steele, R. (2005), Turning great strategy into great performance, Harvard Business Review (July/August), 64:72.

Strategic Management and Business Performance

As part of manager's function, Hill and Jones (2010) contended that strategy is a set of actions that are associated with managers' roles to enhance their firm's performance. Wheelen and Hunger...

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