



Global Strategic Management

4th edition

Philippe Lasserre

Macmillan International Higher Education

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- A strong pedagogical framework, including learning objectives, mini-cases with questions, summary and key points, learning assignments, key words, a glossary, references, further reading, and links to useful websites
- An extensive companion website including self-assessment questions, PowerPoint presentations, a lecturer manual, and video interviews
- A perfect balance between theory and the real world of business, including numerous up-to-date examples that illustrate principles and support learning throughout