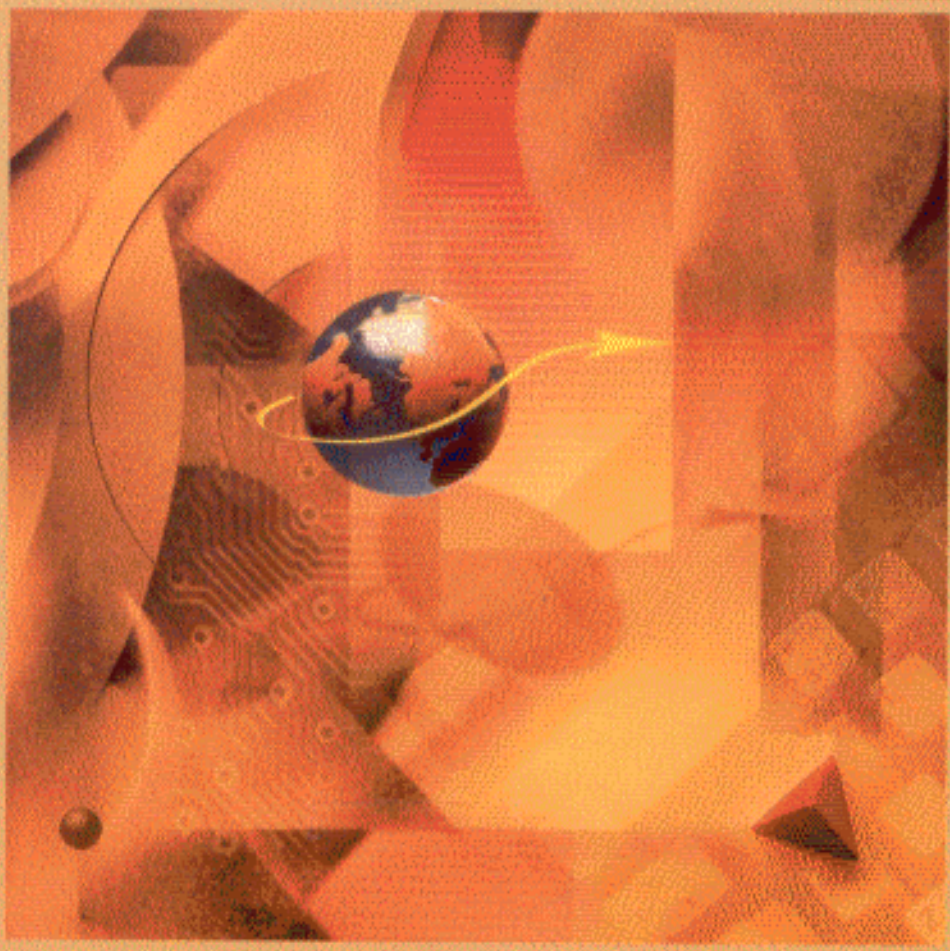


ESSENTIALS OF
**STRATEGIC
MANAGEMENT**

SECOND EDITION



J. DAVID HUNGER

THOMAS L. WHEELEN

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