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Frank T. Rothaermel is a professor in the Scheller College of Business at the Georgia Institute of Technology and an Alfred P. Sloan Industry Studies Fellow. He holds the Russell and Nancy McDonough Chair of Business and received a National Science Foundation CAREER Award. Rothaermel authored the textbook "Strategic Management.

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It explains the core concepts of strategic management very well. Additionally, for inspiration, the multi national enterprise I work is mentioned several times. "Strategy describes the goal-directed actions a firm intends to take in its quest to gain and sustain competitive advantage".

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It combines current thinking in strategy core concepts, interesting cases, and suggestions on how to apply the concepts in a way that all readers find relatable and interesting. In his text Dr. Rothaermel begins with an explanation of what strategy is and how to manage the strategy process.

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