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The second discussion is the strategic consciousness that is not included in the strategic management process and is ignored in most of the strategy literature. View Show abstract

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Finally, the author makes good use of lists, diagrams and good section labelling to help the reader. The book progresses logically, beginning in part 1 with an awareness of topics such as culture, values, leadership and decision-making, and a discussion of management frameworks. This part of the book aims to set the scene for strategic management.

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