



# Global Strategic Management

*Jedrzej George Frynas, Kamel Mellahi*

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*Global Strategic Management*, Third Edition, provides clear insight into the corporate strategies of organizations operating on a global scale and explains the analysis, decision-making, and development processes behind securing competitive advantage.

Each chapter offers a diverse range of case studies designed to illustrate strategic management theory in a real-world context and encourage critical reflection and discussion of key ideas. Examples range from large international organizations including Ikea, Google, and Ferrari, to the strategies of businesses from emerging and developing economies like China, Poland, and Nigeria.

Key concept boxes, further reading, and discussion questions ensure students can check their progress and develop their understanding. As a result, the text equips the reader with a firm grasp of the core concepts required for academic success and develops the critical thinking and decision-making skills that are essential for future employment.

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