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Essentials Of Strategic Management: The Quest For Competitive Advantage. John E. Gamble, Margaret A. Peteraf, Arthur A. Thompson. John E. Gamble is currently Associate Dean and Professor of Management in the Mitchell College of Business at the University of South Alabama. His teaching specialty at USA is strategic management and he also conducts a course in strategic management in Germany, which is sponsored by the University of Applied Sciences in Worms.

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