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Edition by Arthur Thompson (Author), Margaret Peteraf (Author), John Gamble (Author), A. Strickland (Author) & 1 more

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Professor Peteraf is a fellow of the Strategy Management Society and the Academy of Management. She served previously as a member of the Board of Governors of both the Society and the Academy of Management and as Chair of the Business Policy and Strategy Division of the Academy.

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Overview: The 18th edition of "Crafting and Executing Strategy" represents one of our most important and thoroughgoing revisions ever. The newest member of the author team, Margie Peteraf, led a thorough re-examination of every paragraph on every page of the 17th edition chapters.

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