

## Strategic Management By Frank T Rothaermel

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### Frank T. Rothaermel

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### Chapter 1 What Is Strategy?

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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