

**SIXTEENTH  
EDITION**

# STRATEGIC MANAGEMENT

## Concepts and Cases

**A COMPETITIVE ADVANTAGE APPROACH**

**GLOBAL  
EDITION**

**Fred R. David**

Francis Marion University  
Florence, South Carolina

**Forest R. David**

Strategic Planning Consultant

**PEARSON**

Boston Columbus Indianapolis New York San Francisco Amsterdam  
Cape Town Dubai London Madrid Milan Munich Paris Montréal Toronto Delhi  
Mexico City São Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo

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