



Strategy Process: Concepts, Contexts, Cases, 5th edition

By Joseph Lampel

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Editorial Review

From the Back Cover

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About the Authors

Joseph Lampel is Professor of Strategy at Cass Business School, City University London. He has published extensively on management and strategy in books and journals.

Henry Mintzberg is Cleghorn Professor of Management Studies at McGill University in Montreal, Canada. He is a world-renowned authority on strategy and has authored or co-authored more than 15 books on the subject.

James Brian Quinn was a recognised authority in the fields of strategic planning, management of technological change, entrepreneurial innovation, and management of intellect and technology in the services

sector.

Sumantra Ghoshal was Professor of Strategic and International Management at the London Business School. He also served as the Founding Dean of the Indian School of Business in Hyderabad and as a member of The Committee of Overseers of Harvard Business School.

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