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Wheelen Strategic Management Pearson Instructor

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Case Instructor's Manual (Download only) for Strategic Management and Business Policy, 14th Edition Thomas L. Wheelen, Bentley University J. David Hunger, Iowa State University

Wheelen, Hunger, Hoffman & Bamford, Case Instructor's ...

Dr. Wheelen is a member of the Academy of Management, Beta Gamma Sigma, Southern Management Association, North American Case Research Association, Society for Advancement of Management, Society for Case Research, Strategic Management Association, and World Association for Case Method Research and Application.

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"in the real world." Nevertheless, there are many ways to teach strategic management. Some people are strong proponents of "the case method." Others argue that simulations are the best method of giving students a "hands-on" understanding of strategic decision making. A number of instructors also use experiential exercises, group projects,

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