



## The Quintessence of Strategic Management

Philip Kotler, Roland Berger, Nils Bickhoff

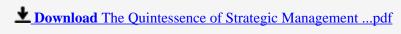
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management. You will know the most important strategy tools (incl. the respective original literature) and
how they interact. You will be aware of the focal areas and considerations of strategy in practice. You will be
able to analyze and interpret business information with regard to the underlying strategic notions.



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