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About the Author: Dr. Fred R. David is the sole author of three mainstream strategic-management textbooks: (1) Strategic Management: Concepts and Cases, (2) Strategic Management Concepts, and (3) Strategic Management Cases.These texts have been on a two-year revision cycle since 1986, when the first edition was published.

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Fred R. David, Ph.D. is an internationally recognized strategic planning scholar, author, and consultant. He received a BS and MBA degree from Wake Forest University and a Ph.D. in strategic management from the University of South Carolina. He is the TranSouth Professor of Strategic Management at