



Strategic Logic

J. Jarillo

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Strategic Logic lays the foundations for a clear understanding of corporate profitability and provides the reader with innovative insights on how to develop original yet realistic strategies. Working with real-life examples and based on rigorous theory, the author analyses key managerial decisions and shows how to ensure these enhance the company's long-term profitability. Mergers and acquisitions are great opportunities for strategic development, but they can also destroy value. The author indicates how to judge on what side a specific case will fall.

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