

Strategic Management: A Methodological Approach

by Alan J Rowe; Richard O Mason; Karl E Dickel

The SWOT analysis is also called a TOWS matrix (Wehrich, 1999) or a WOTS-UP analysis (Rowe, Mason, Dickel, Mann and Mockler, 1994), and is a tool of . Strategic management and business policy : a methodological . Amazon.com: Strategic Management: A Methodological Approach AbeBooks.com: Strategic Management: A Methodological Approach (9780201600827) by Rowe A et al and a great selection of similar New, Used and Strategic Management & Business Policy: A Methodological . The revised edition of this book now contains discussion of time-based competition versus cost-based competition, new coverage of total quality management, . Strategic management: a methodological approach. Front Cover. Alan J. Rowe. Addison-Wesley, 1989 - Business & Economics - 939 pages. Project management - Wikipedia, the free encyclopedia

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