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Frank T. Rothaermel is a professor in the Scheller College of Business at the Georgia Institute of Technology and an Alfred P. Sloan Industry Studies Fellow. He holds the Russell and Nancy McDonough Chair of Business and received a National Science Foundation CAREER Award. Rothaermel authored the textbook "Strategic Management. Concepts & Cases" published by McGraw-Hill. He held visiting professorships at the EBS University of Business and Law, Singapore Management University, and the University

Frank T. Rothaermel - Wikipedia

Strategic management is the process by which the organization offers a unified management system and provides the organization to arrive its vision, mission, objectives, and aims. The stages of strategic management are as follows strategic planning, implementation planning, execution, and performance evaluation.

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