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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.

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The Top 15 Strategic Management

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In his book on strategic management, Fred R. David gives a comprehensive outline of all major types of strategies (David 2011). They are presented in Figure 2 below. 10 Figure 2: Alternative growth strategies (David 2011).

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