



# **The Behavioral Foundations of Strategic Management (Theories of Strategic Management Series)**

*Philip Bromiley*

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## **The Behavioral Foundations of Strategic Management (Theories of Strategic Management Series)**

Philip Bromiley

This book argues persuasively that a behavioral perspective offers the best foundation for strategic management scholarship.

- This book presents a focused approach to strategic management theory.
- Outlines the basics of a behavioral approach to strategic management.
- Examines assumptions of rationality and equilibrium and the problems they create.
- Considers how a behavioral approach relates to a number of conventional approaches.

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