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With a Ph.D. in Management from the University of South Carolina, Fred is the TranSouth Professor of Strategic Planning at Francis Marion University in Florence, South Carolina. Forest has taught strategic-management courses at Mississippi State University, Campbell University, and Francis Marion University.

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Fred R. David, Ph.D. is an internationally recognized 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.

Fred R. David (Author of Strategic Management)

Fred R. and Forest R. David, a father – son team, have published more than 50 articles in journals such as Academy of Management Review, Academy of Management Executive, Journal of Applied Psychology, Long Range Planning, International Journal of Management, Journal of Business Strategy, and Advanced Management Journal. Fred and Forest ' s recent article titled “ Mission Statement Theory and ...

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A native of Whiteville, North Carolina, Fred R. David received a B.S. degree in Mathematics and an MBA from Wake Forest University before being employed as a bank manager with United Carolina Bank. He received a Ph.D. in Business Administration from the University of South Carolina where he majored in Management.

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The process of strategic management lists what steps the managers should take to create a complete strategy and how to implement that strategy successfully in the company. It might comprise from 7 to nearly 30 steps [4] and tends to be more formal in well-established organizations.. The ways that strategies are created and realized differ. Thus, there are many different models of the process.

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