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Ron Meyer is hoogleraar Strategisch Leiderschap aan TIAS, waar hij onderzoek doet op het gebied van bedrijfsstrategie en leiderschap, en doceert in diverse masters en company specific programma's. Daarnaast is Prof.dr. Meyer ook directeur van het Center for Strategy & Leadership van TIAS School for Business and Society.

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De Wit and Meyer's Strategy actively challenges the educational orthodoxy to encourage students to be critical, and to challenge them to be analytical, in order to facilitate creativity and unconventional thinking. In this book, the fundamental differences of opinion within strategic management are not

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