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Manuel Hensmans;Gerry Johnson**

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Hensmans, Manuel and Johnson, Gerry and Yip, George S. (2013) Strategic transformation:changing while winning. Palgrave Macmillan, Basingstoke. ISBN 9781137268457

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STRATEGIC TRANSFORMATION: CHANGING WHILE WINNING (H/C) ISBN Number: 9781137268457 Author: YIP G Publisher: PALGRAVE Edition: 1ST - 2012

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Hensmans, Manuel and Johnson, Gerry and Yip, George S. (2013) Strategic transformation:changing while winning. Palgrave Macmillan, Basingstoke. ISBN 9781137268457

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Gerry Johnson is an Manuel Hensmans is a professor of strategic management They are the authors of a forthcoming book on strategic transformation

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