



PT. Adler Manurung Press

**Strategic Management:
A Reading**

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Prof. Ir. John EHJ FoEh PhD., IPU, CIGS. CILC

Buku ini didedikasikan untuk kekasih abadi yang menjadi istriku: Rina Sitanggung
dan buah cinta kami: Castelia Romauli Manurung dan Adry Gracio Manurung

Prof. Dr. Adler Haymans Manurung, M.Com., CIFM, CIGS

Buku ini kupersembahkan kepada keluarga yang mendukung semua karir saya

Dr. Dyah Ayu Permatasari, ST., SIP., MIR

Buku ini kudedikasikan kepada keluargaku Tuti Simanjuntak
dan anak-anak yang selalu mendukung.

Dr. Edward Efendi Silalahi, SE., MM.

PRAKATA

Puji syukur dipanjatkan ke hadirat Tuhan Yang Maha Esa atas perkenannya sehingga penulisan Buku Ajar ini dapat diselesaikan. Buku ini disusun untuk membantu para mahasiswa program doktor ilmu manajemen di seluruh Indonesia dalam rangka menyelesaikan penelitiannya.

Buku Ajar ini diharapkan dapat menjadi bahan acuan dalam proses pembelajaran dalam kerangka mendukung aplikasi metode Student Center Learning (SCL), yang juga dilaksanakan Universitas di Indonesia dalam rangka menuju keunggulan sesuai dengan visi yang telah ditetapkan.

Buku Ajar ini dihimpun dari berbagai sumber buku dan artikel maupun Hand Out yang selama ini telah digunakan oleh tim pengajar dalam berbagai perkuliahan maupun training yang dilakukan dan disusun dalam 13 topik penting yang kemudian disesuaikan dengan Rencana Pembelajaran Semester (RPS) yang merujuk pada kurikulum yang ada.

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