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The importance of strategic management, Case study of H&M Type of project Thesis Date 27.4.2011 Pages 59+12 Supervisor(s) of study 1st Antti Iire 2nd Anneli Juutilainen Executive organization H&M in Kuopio, Finland Abstract Hennes & Mauritz (H&M) is a 100 billion Sweden company, engaged in designing and

THE IMPORTANCE OF STRATEGIC MANAGEMENT A case study of H&M

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