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The University of South Carolina. 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. He is the TranSouth Professor of Strategic Management at Francis Marion University in Florence, South Carolina.

Fred R. David (Author of Strategic Management)

About the Author: . About the Author. Dr. Fred R. David is the sole author of three mainstream strategic-management textbooks: (1) Strategic Management: Concepts and Cases, (2) Strategic Management Concepts, and (3) Strategic Management Cases.These texts have been on a two-year revision cycle since 1986, when the first edition was published.

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