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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

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David ' s strategic model According to the David ' s concept (2003), management strategic process has three stages, namely: formulating, implementing and evaluating strategies, as illustrated in Figure 2.

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