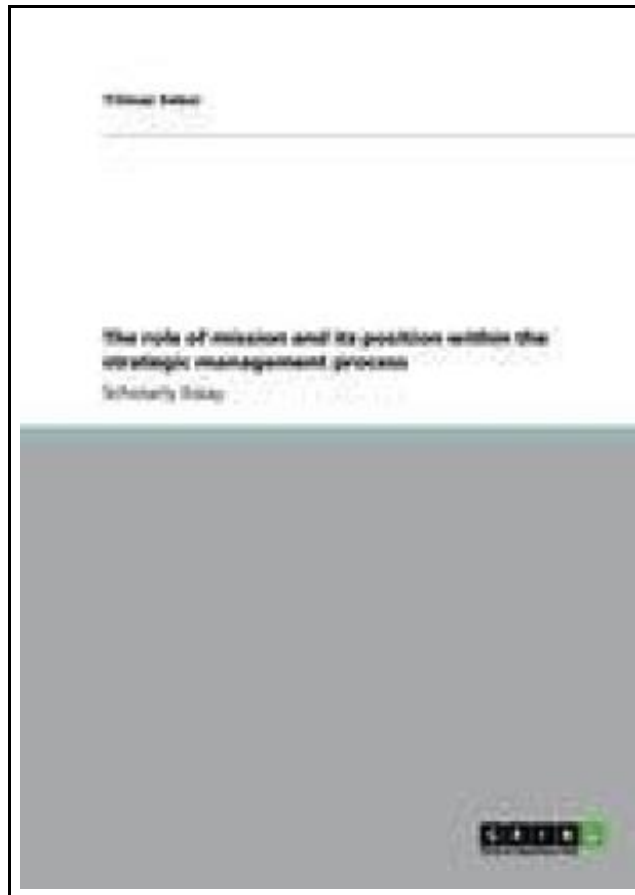


The role of mission and its position within the strategic management process



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THE ROLE OF MISSION AND ITS POSITION WITHIN THE STRATEGIC MANAGEMENT PROCESS



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