



# Corporate Diplomacy: The Strategy for a Volatile, Fragmented Business Environment

*Ulrich Steger*

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## **Corporate Diplomacy: The Strategy for a Volatile, Fragmented Business Environment** Ulrich Steger

Based on a wealth of empirical studies and case studies, this book explains the strategic choices companies have to make in order to remain consistent. In each chapter, real-life examples illuminate the key message managers should take away from the book. It offers a purely managerial viewpoint focused on what managers can do to manage the business environment in any situation.



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