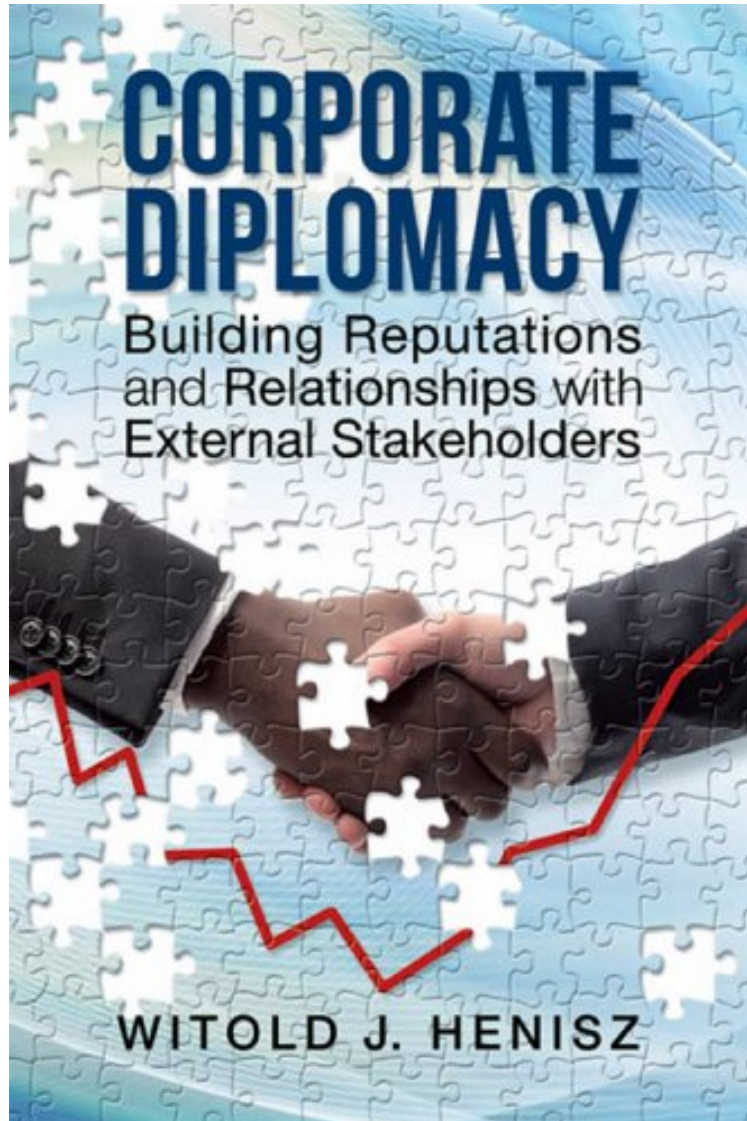


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Witold J. Henisz

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This book argues that the strategic management of relationships with external stakeholders - what the author calls "Corporate Diplomacy" - creates real and lasting business value. With colourful examples, practical tools

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