

# **Comprehensive Strategic Management**

A Guide for Students, Insight for Managers

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*By*

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INVESTOR IN PEOPLE

*To: My brothers and sisters, Judy, Anita, Andy, Matt, and Eileen*

# About the Author

**Eric J. Bolland** has over 30 years of experience as a strategic manager in the private and public sectors as well as concurrent experience as a full-time business faculty member with both teaching and research experience. That includes teaching business policy and strategy at the University of Wisconsin-Madison School of Business, Cardinal Stritch University, and Edgewood College. He was a business school division chair as well.

He earned his doctorate in business administration from Nova Southeastern University and an M.A. in public administration from the University of Wisconsin-Madison. His doctoral dissertation chair was Dr. Charles Hofer, one of the founders of modern strategic management. His dissertation on high technology companies was published by Oxford University Press with Charles Hofer as coauthor. The book was also translated into Spanish. Bolland has authored six other business books: one of which he edited and authored was a finalist for Management Book of the Year by the Chartered Management Institute. Additionally, he has authored over 20 academic articles, conference papers, and business press articles.

In the past, he served as a strategic marketing information manager for TDS, a Fortune 500 company, a strategic management consultant for Alliant Energy, a manager for the strategic support and planning unit of the CUNA Mutual Group, and the executive director of an agency of the State of Wisconsin. He has also been a consultant for Toyota Motor Manufacturing, CUNA and Affiliates, Wisconsin Physicians Services, and Madison Newspapers Inc.