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Analysis Historical Context: Great Awakening 1730's 1740's Intended Audience: Lazy Colonial church members Purpose (Author's): This sermon was created to get church members to go back to their pious way of life. Point of View: Edward's POV in this excerpt was that people are

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SEVENTH EDITION CONTEMPORARY STRATEGY ANALYSIS

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Strategic Theory for the 21st Century

science, and the US Army War College strategy model of ends, ways, and means is expounded on and advocated as a methodology for articulating strategies 1 I INTRODUCTION Like politics, strategy is the art of the possible; but few can discern what is possible1 William Murray and Mark Grimsley

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