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Fred R. David, Ph.D. is an internationally recognized strategic planning scholar, author, and consultant. He received a BS and MBA degree from Wake Forest University and a Ph.D. in strategic management from the University of South Carolina. He is the TranSouth Professor of Strategic Management at

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Currently the TranSouth Professor of Strategic Management at Francis Marion University (FMU) in Florence, South Carolina, Dr. David has also taught at Auburn University, Mississippi State University, East Carolina University, the University of South Carolina, and the University of North Carolina at Pembroke.

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