

Understanding Strategic Management

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Key Takeaways Companies, universities, nonprofits, and other organizations can use strategic management as a way to make goals and... Flexible companies may find it easier to make changes to their structure and plans, while inflexible companies may chafe... A strategic manager may oversee strategic ...

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Strategic management is a continuous process that evaluates and controls the business and the industries in which an organization is involved; evaluates its competitors and sets goals and strategies to meet all existing and potential competitors; and then reevaluates strategies on a regular basis to determine how it has been implemented and whether it was successful or does it needs replacement.

Strategic Management - Meaning and Important Concepts

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Understanding Strategic Management is the perfect introduction to this subject. It explains, analyses, and evaluates important strategic concepts within 12 concise chapters. It's packed with real life examples, including fascinating case studies on companies such as Apple, Tesco, Gillette, and Virgin. Through this approach, Understanding Strategic Management helps readers new to strategy to see how theoretical concepts are actually applied in the real world of business.

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Strategic Management means taking the OVERVIEW; it involves examining the organisation objectively and agreeing where the organisation needs to be. The strategic manager does not get involved in the day to day running of the operation, but instead sets the climate and the focus.

UNDERSTANDING STRATEGIC MANAGEMENT - Lindsay Wright

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Issues in Strategic Management Organizational Philosophy. Organizational philosophy establishes the relationship between the organization and its... Organizational Policy. A policy is a broad guideline for decision making. A policy is a standing plan in the sense that... Competitive Strategy and ...

Strategic Management: Meaning, Concepts, Examples (Explained)

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What is Strategic Management, and Why is it Important?

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Understanding Strategic Management enables you to do exactly what it says on the cover. Written for first-time students of strategy, the twelve chapters cover the key topics of this complex subject in a clear, concise and engaging style. The text includes a range of features which help you learn and apply your knowledge to practice, including:

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