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Identify the nature and dimensions of strategic management Evaluate the need and significance of strategic management Describe the process of strategic management Discuss the vision in strategic management Explain the mission in strategic management Know about the business definitions of strategic management 11 INTRODUCTION

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Strategic Management

v Brief contents Prologue xxi Part I Introducing Strategic Management 1 1 Introducing strategy and strategy making 4 2 Thinking and acting strategically 43 3 Adopting a global perspective 78 4 Reading an uncertain future 113 Part II Strategic Environments and Competitive Advantage 157 5 Identifying opportunity and risk 160 6 Reading the competitive environment 199 7 Analysing resources

Strategic Management: Concepts, 2011, Fred R. David ...

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Strategic Management Handbook

strategic management efforts Their input, advice, and lessons learned, both successes and failures, have been incorporated into this document so that we may all apply better strategic management processes in our organizations Special thanks is extended to those who participated in the Case Studies by sharing the details of their strategies

Fundamentals of Strategic Management - SAGE Publications

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organization operates prior to formulating a strategy, as well as the plan for implementation and control of the strategy

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