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Strategic Management Theory And Practice

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strategic management the continuous process of determining the mission and goals of an organization within the contents of its external environment and its internal strengths and weaknesses, formulating and implementing strategies, and exerting strategic control to ensure that the organization strategies are successful in attaining its goals

Strategic Management theory and practice chapter 1 ...

In the field of management, strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization 's top managers on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates.

Strategic management - Wikipedia

Balancing theory with practice, this fully updated fourth edition of John A. Parnell's acclaimed text continues to provide detailed, accessible coverage of the strategic management field. Taking a global perspective, the text addresses concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control.

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