

Fundamentals Of Strategic Management

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Fundamentals Of Strategic Management

Strategic management is a broader term than strategy and is a process that includes top management's analysis of the environment in which the organization operates prior to formulat - ing a strategy, as well as the plan for implementation and control of the strategy.

Fundamentals of Strategic Management

Fundamentals of strategic management.indb 14 5/9/18 9:18 Presentation 15 and strategic goals) and the different ways measuring its performance (through criteria of

(PDF) FUNDAMENTALS OF STRATEGIC MANAGEMENT Second edition

Ph.D., The University of South Carolina M.B.A., Wake Forest University B.S., Wake Forest University 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.

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Basic theories and fundamentals of strategic management are discussed in the first three chapters of the book to provide readers ample grasp of the core aspects of strategic management. The book is rich in relevant figures and tables that provide for graphic representations of various models and principles which make for easier understanding and appreciation.

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In view of this, we shall consider that Strategic Management has three main parts or blocks: Strategic Analysis, Strategic Formulation, and Strategic Implementation. These three parts are used to organise the different blocks of text, as well as the various chapters and content that make up each block, as can be seen in figure 0.

Fundamentals of Strategic Management

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