

SECOND EDITION

STRATEGIC MANAGEMENT ESSENTIALS

CONCEPTS AND CASES



Robert E. Stevens • Lawrence S. Silver • Martin S. Bressler

Essentials Of Strategic Management Bf4u

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A,Margaret Ann Peteraf**



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Business Strategy John E. Gamble, 2017

Essentials of Strategic Management Marid Kanaan, 2014-11-06

Strategic management involves formulation and implementation of the major goals and initiatives taken by a company's top management on behalf of owners based on consideration of resources and an assessment of the internal and external environments in which the organization competes Strategic management provides overall direction to the enterprise and involves specifying the organization's objectives developing policies and plans designed to achieve these objectives and then allocating resources to implement the plans Academics and practicing managers have developed numerous models and frameworks to assist in strategic decision making in the context of complex environments and competitive dynamics Strategic management is not static in nature the models often include a feedback loop to monitor execution and inform the next round of planning

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