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of strategic goals ” . Thompson and
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components of strategic management.
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management process is the way in which
strategists determine objectives and makes
strategic decisions. changing environment.
Typical public corporation planning has

1. INTRODUCTION Strategic

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analysis is involved with analyzing the industry in which the organization is operating its business and analysis of both the external ...

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The process of strategic management lists

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what steps the managers should take to create a complete strategy and how to implement that strategy successfully in the company. It might comprise from 7 to nearly 30 steps [4] and tends to be more formal in well-established organizations.. The ways that strategies are created and realized differ. Thus, there are many

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different models of the process.
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THOMPSON & MARTIN ...

Thompson, Strickland and Gamble (2005: 17) define the five tasks of strategic management as follows: 1. Developing a strategic vision of where the company needs to go and what its future product-

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customer-market-technology focus should be. 2. Setting the objectives as standards for measuring the company 's performance and evolution 3. Crafting a strategy to achieve the desired outcomes and move ...

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