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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

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35 Other Types of Strategic formulation 22 4 Schools of Strategy 24 41 Introduction - Definition - there are three 'schools' of strategy 24 Designed for high-achieving graduates across all disciplines London Business School's Masters in Management provides specific and tangible foundations for a

successful career in usiness

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Human Resource Management, 15e (Dessler) Chapter 3 ...

Explanation: A) Strategic management is the process of identifying and executing the organization's strategic plan by matching the company's capabilities with the demands of its environment Industry standards, resources, and corporate hierarchies are less relevant Difficulty: Easy

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