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This course covers the subject of technological innovation management as a strategic process from assessing competitive dynamics, strategy formulation, to strategy implementation with an eye toward new product development.

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Technology Analysis & Strategic Management: Vol 32, No 12

Technology is a broad term that encompasses many tools and innovative processes that employees use to help a company achieve its goals. A company uses the strategic management process, or planning how to use resources for goal achievement, and specific types of technology to ensure the best use of resources in each operational area.

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implementation depending on the surrounding environment. Strategic
management applies both to on-premise and mobile platforms. Benefits of
strategic management. Strategic management is generally thought to have
financial and nonfinancial benefits.**

What is Strategic Management, and Why is it Important?
**The management literature is full of valuable strategic planning methodologies
for information technology (IT). 1 Nonetheless, a survey of eighty organizations
found that IT planners were not satisfied with their methodologies, that planning
required too many resources, that top management commitment was not easily
obtained, and that only 24 percent of the projects recommended in a plan were
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**Strategic management is the process through which managers undertake efforts
to ensure long-term adaptation of their organization to its environment. Strategic
management is not a simple process; it is complex. Its complexity may be
attributed mainly to 3 reasons: Strategic management involves making decisions**

about the future. The future is uncertain.

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