

## Understanding Strategic Management

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Understanding Strategic Management is the ideal introduction to strategy for students on one-semester courses who require an informative yet practical approach. The part structure defines the concept of strategy, before using the overarching strategic framework of analysis, formulation, and implementation to show how strategy can develop a sustainable competitive advantage in business.

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Strategic management is a continuous process that evaluates and controls the business and the industries in which an organization is involved; evaluates its competitors and strategies to meet all existing and potential competitors; and then reevaluates strategies on a regular basis to determine how it has been implemented and whether or not it needs replacement.

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Strategic Management means taking the OVERVIEW; it involves examining the organisation objectively and agreeing where the organisation needs to be. The strategic manager does not get involved in the day to day running of the operation, but instead sets the climate and the focus.

UNDERSTANDING STRATEGIC MANAGEMENT - Lindsay Wright

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Strategic Management: Meaning, Concepts, Examples (Explained)

Strategic management is the ongoing planning, monitoring, analysis and assessment of all necessities an organization needs to meet its goals and objectives. Changes in business environments will require organizations to constantly assess their strategies for success.

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Building upon the strengths of the first edition, Understanding Strategic Management, Second Edition, features an exceptionally clear writing style that conveys complex information in a clear manner. It also retains the previous edition's use of analysis; relevant, up-to-date case material; and coverage of various perspectives in the field.

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