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Strategic management; concepts, benefits and process

knowledge management Strategic management is the process by which the organization offers a unified management system and provides the organization to arrive its vision, mission, objectives, and aims The stages of strategic management are as follows strategic planning, implementation planning, execution, and performance evaluation

STRATEGY AND STRATEGIC MANAGEMENT CONCEPTS: ARE ...

question whether concepts of strategy and strategic management are understood by in fewer cases, the behaviour of consumers [88] In the field of strategy, they both represent an innovation and a new alternative for research The paper is structured as follows: firstly, a literature review of the strategy and strategic management concepts

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Strategic Management

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Chapter 1 Strategic Management and Strategic Competitiveness

Strategic Management and Strategic Competitiveness LEARNING OBJECTIVES 1 Define strategic competitiveness, strategy, competitive advantage, above-average returns, and the strategic management process 2 Describe the competitive landscape and explain ...

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CATHY A. ENZ

Hospitality Strategic Management: Concepts and Cases, 2 nd edition, New York: NY John Wiley & Sons, Inc Translated into Portuguese in process 22
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