

Strategy topics

Tópicos de estratégia

University of Aveiro

Processo de Gestão Estratégica

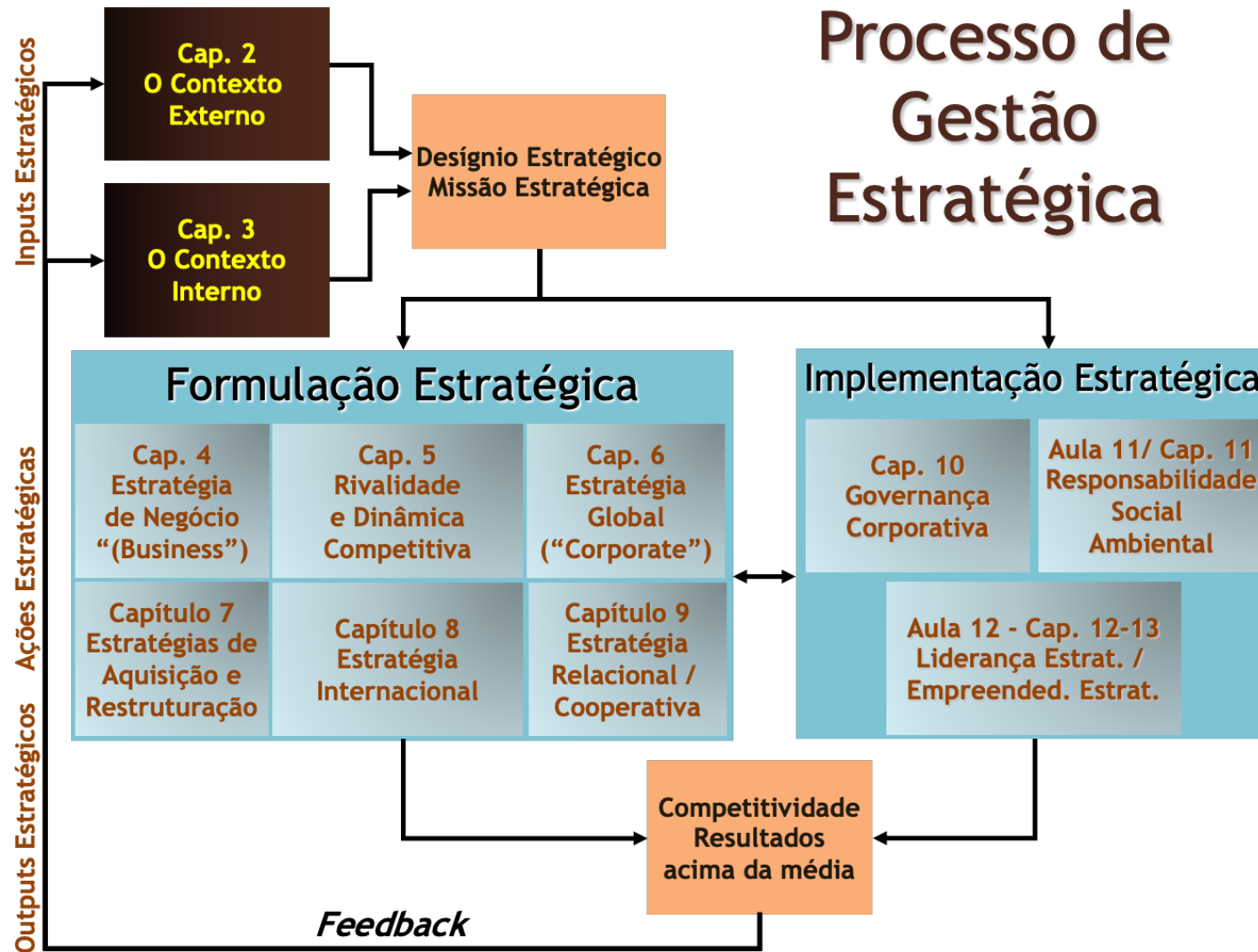
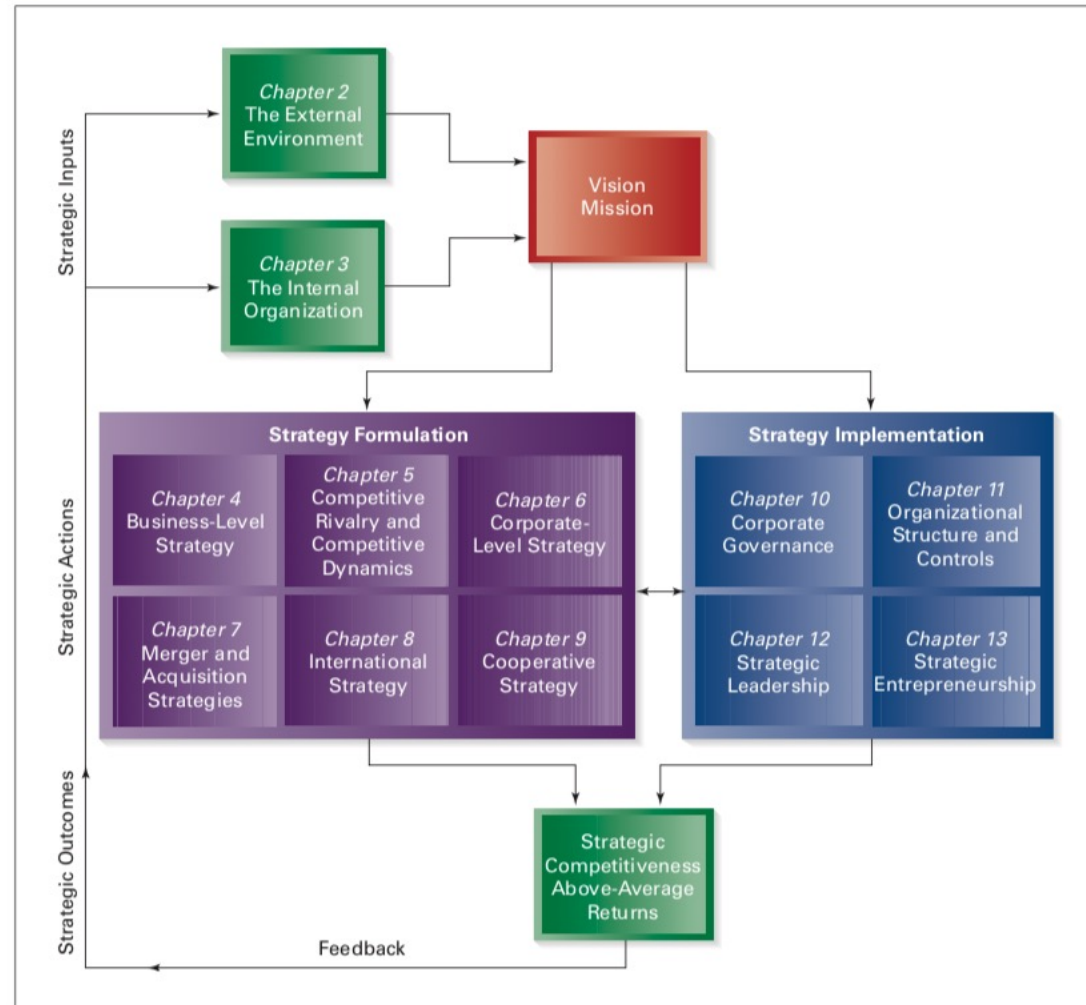


Figure 1.1 The Strategic Management Process



Reference

- Hitt, M., Ireland, R. e Hoskisson, R. (2011) *Strategic Management: Concepts. Competitiveness and Globalization*. 9th ed., South-Western, Mason, USA.