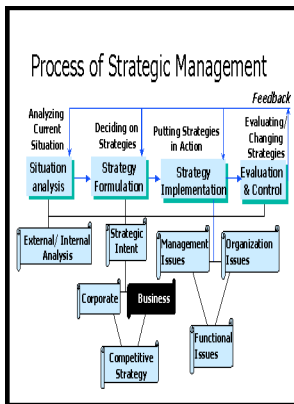


Strategic management in action

Pearson/Prentice Hall - Chapter 8. Developing a Strategic Plan



Description: -

-
 Rites and ceremonies -- France.
 Military symbols.
 Unknown military personnel -- History -- 20th century.
 World War, 1914-1918 -- Unknown military personnel, French.
 World War, 1914-1918 -- Casualties.
 Soldiers bodies, Disposition of.
 Utah -- Fiction.
 Mormons -- Fiction.
 Mountain Meadows Massacre, Utah, 1857 -- Fiction.
 Strategic planning
 Strategic management in action
 -Strategic management in action
 Notes: Includes bibliographical references and index.
 This edition was published in 2008



Filesize: 50.17 MB

Tags: #Strategic #Management: #Definition, #Meaning, #Concept, #Process #& #Benefits

Strategic management in action

Element of Action : Element of result or purpose has little or no meaning unless it is followed by action or action program.

Coulter, Strategic Management in Action, 6th Edition

Policies helped to have predefined set of actions, which helped people to make the decisions. For example, using Aquafina in substitution of tap water, Pepsi in alternative of Coca Cola.

9780132620673: Strategic Management in Action

The fourth theme is the leadership of strategic change. Strategic Management is written with practical usage in mind and is designed to suit the needs of both post-graduate and undergraduate students. In fact, adequate care and caution must be exercised that new strategic assignments are clearly defined.

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As a decision-making process, strategic management is characterised by at least six distinct points. The reflective commentary should explain the contribution of this patch to your academic and professional progression, and in particular to the development of your intellectual and employability skills.

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