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CONCEPT OF STRATEGIC MANAGEMENT | SM - CA INTERMEDIATE Fundamentals of Strategic Management part 2 *Strategic Management Case Study Based Questions (All Chapters)* **STRATEGIC MANAGEMENT Explained Defined** ~~u0026 Examples | Animated~~

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Management - Prof. Michael Porter (Harvard Business School)

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Starbucks SWOT Analysis *The Basics of Business Education - What Business Students Should Study* What is Strategic Planning, Really? ~~The steps of the strategic planning process in under 15 minutes~~

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NATURE AND SCOPE OF STRATEGIC MGMT

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What is Strategy? **Strategy example:**

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*understanding business management, business planning, strategic planning key*

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points 4- Strategic Management Process -  
Main Steps for Business Strategy Planning  
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Strategic Management lecture 1 for  
May/Nov 19/lets understand SM  
practically/ CA Swapnil patni  
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chapter 1 Fundamentals of Strategic  
Management 5 makers take actions, make  
sense of those actions afterward, and then  
decide how to proceed. Henry Mintzberg  
introduced two terms to help clarify the  
shift that often occurs between the time a  
strategy is formulated and the time it is  
implemented. An intended strategy (i.e.,

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Strategic Management Theory and

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Fundamentals of strategic management. In Strategic management (pp. xx-25). 55 City Road, London: SAGE Publications, Ltd  
doi: 10.4135/9781506374598.n1 Parnell, John A. "Fundamentals of Strategic Management."

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Fundamentals of Strategic Management 3  
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process at a fast-food restaurant chain At  
any given time, top managers are likely  
assessing changes in consumer taste  
preferences and food preparation,

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mission is a broadly defined but enduring  
statement of purpose that identifies the  
scope of an organization's operations and  
its offerings to the various stakeholders.  
Strategy refers to top management's plans  
to develop and sustain competitive  
advantage so that the organization's  
mission is fulfilled. Competitive  
advantage is a state whereby a firm's  
successful strategies cannot be easily

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The theory assumes that sub-units, or departments, within a firm necessarily exert power over one another because the

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organizational division of labor creates strategic contingencies. Control of these contingencies serves as the basis of intraorganizational power.

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