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## Paper

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organization to achieve its objective.  
(Bratton, n.d).

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external environmental factors such as political instability, level of competition in the industry and government regulations, and ...

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which organisations plan to deal with various aspects of management like problem perception, divergent thinking, substantial resources, decision making, innovations and risk-taking ” (Cunningham).

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Paper pursues the purpose through co-alignment of organisational resources with environment, opportunities, and constraints. ” (Bourgeois).

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Strategic management is the need of

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organization and also the ongoing debate in literature. Strategic management process is a tool that has been successfully used by the ailing corporate organizations to prepare for the challenges of the future and improve their long term performance.

THE ART OF STRATEGIC

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## MANAGEMENT- A KEY TO SUCCESS IN ...

The strategic management process is carried out in four main stages. Although strategic planning is related to the first two stages, the last two are also an important part of planning. Furthermore, the strategic planning process is an interactive process

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that should result to continuous feedback pertaining to changes in the environment or the organization to enable creation of a revised plan to deal with these changes. The four main stages of the strategic planning process within a global ...

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Strategic management is the process where managers establish an organization's long-term direction, set the specific performance objectives, develop strategies to achieve these objectives in the light of all the relevant internal and external circumstances, and undertake to execute the

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chosen action plans.

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The strategic management process means defining the organization ' s strategy. It is also defined as the process by which managers make a choice of a set of strategies for the organization that will enable it to

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achieve better performance.

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Strategic Management Process organization needs concrete, measurable performance



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Paper targets, indicating its contribution to the overall organizational objectives. When organization's objectives are broken down into specific targets for each unit, lower-level managers are held accountable for achieving them.

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**Strategic Management Process** This is a process of defining an organization ' s strategy. It also refers to a process by which the management selects a set of viable strategies that will facilitate its performance (De Wit & Meyer, 2010).

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## Cola Research Paper

In conclusion a strategic management plan is a continuous process and is important to the successful future of a company.

Strategies will change as objectives and goals change. The use of a strategic management process is important to the sustainability and longevity of a company. References Coulter,

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M. (2005).

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Management. Introduction. To deal

effectively with the wide array of factors

affecting the ability of a business to grow and

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prosper, managers need advanced processes they feel will facilitate the optimal positioning of the business in its competitive environment. Such positioning is possible with strategic management because this process improves preparedness for unexpected internal or competitive demands.

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The process of strategic management lists what steps the managers should take to create a complete strategy and how to implement that strategy successfully in the company. It might comprise from 7 to

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nearly 30 steps and tends to be more formal in well-established organizations. The ways that strategies are created and realized differ.

Strategic Management Process? - Strategic Management Insight

More specifically, the Strategic Management Journal seeks to publish papers that ask and

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help to answer important and interesting questions in strategic management, develop and/or test theory, replicate prior studies, explore interesting phenomena, review and synthesize existing research, and evaluate the many methodologies used in our field.

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