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Strategic Management

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Neil Ritson - kau

35 Other Types of Strategic formulation 22 4 Schools of Strategy 24 41 Introduction - Definition - there are three 'schools' of strategy 24 Designed for high-achieving graduates across all disciplines London Business School's Masters in Management provides specific and tangible foundations for a successful career in usiness

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chapter 1 Fundamentals of Strategic Management 3 Consider the strategic management process at a fast-food restaurant chain At any given time, top managers are likely assessing changes in consumer taste preferences and food prep - aration, analyzing the activities of competitors, working to overcome firm weaknesses, con -

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3-2 5 In conducting a SWOT analysis, a risk for strategists is that they rely on traditional definitions of their industry and competitive environment and therefore focus too narrowly on current competitors

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strategic management and global strategy He is the recipient of UM Faculty Senate Distinguished Scholar Award in 2009 (first ever by UM business school faculty) TEXT (Optional) 1 Dess, McNamara & Eisner, Strategic Managemen, McGraw-Hill/Irwin, 2018t, 9th Edition (ISBN: 9781259278211, 9781308695129, 1308695128)

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