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strategic management to contemporary organizations [74]. In this sense, the survey sought to contribute towards management knowledge in the organizational environment

STRATEGY AND STRATEGIC MANAGEMENT CONCEPTS: ARE THEY

As a result, strategic management involves retaining the idea of achieving corporate objectives and purposes while viewing the growth of a firm in terms of the corporate resources used (Madu, 2013).

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The distinction between strategic thinking, strategic management and strategic planning 45 STRATEGY IN ACTION Quick strategic thinking in unfavourable circumstances 45 STRATEGY IN ACTION Sony "the disruptive innovator 50 Principles for the successful use of strategy 61

Strategic Management

Strategic management is a broader term than strategy and is a process that includes top management's analysis of the environment in which the organization operates prior to formulating a strategy, as well as the plan for implementation and control of the strategy.

Fundamentals of Strategic Management - SAGE Publications

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