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Essentials Of Strategic Management 4th

ESSENTIALS OF TRATEGIC ANAGEMENT

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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 formulat - ing a strategy, as well as the plan for implementation and control of the strategy

Neil Ritson - kau

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STRATEGIC MANAGEMENT

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Instructor's Manual

- Management is an activity which everyone undertakes to some extent as they manage their daily lives It is also an activity which shapes the performance of organisations
- A functional perspective identifies the management tasks of planning, organising, leading, controlling and learning - making up the content of the management task