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planning was replaced by strategic planning, and later by strategic management, a term that is currently used to describe the process of strategic decision making. Business policy, as defined by Christensen and others, is "the study of the functions

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and responsibilities of senior management, the crucial problems that affect success in the total

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Strategic management and business policy by Thomas L. Wheelen, J. David Hunger, Tom Wheelen, 2017, Pearson Education, Limited edition, in English

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Policy needs to expand as soon as

possible and it needs to recognize that

many things need to be changed in

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order to improve the work atmosphere and the performance of employees.

The recent growth of the company caused a promotion of technical people to management positions with no managerial experience.

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Strategic Thinking STRATEGIC

THINKING: Mental model or cognitive structure that must condition how the organization reflects on its business project; that is to say, on why it deserves to exist, what it wants to be and to do .

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Business Policy - Management Study Guide

Business Policy and Strategic Management, 2e. Azhar Kozami. Tata McGraw-Hill Education, Jan 1, 2002 - Business planning - 619 pages. 10

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### Strategic Management and Business Policy

Strategic management is defined as the process of evaluation, planning, and implementation designed to maintain or improve competitive advantage. The process of evaluation

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What is the importance of Strategic Business Management?

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