

## Strategic Management Southern African Concepts And Cases

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The strategic management process: a South African perspective follows an understandable and practical approach, making use of numerous figures and " strategy in action " case studies to support the theory. Two important new chapters have been added to this second edition, namely risk management and scenario development, both of which have become increasingly important in today ' s business environment.

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Strategic Management concepts and cases

It creates harmony between any organisation, big or small, and its environment. All stakeholders are affected by strategic decisions. In the South African context, strategic management is crucial for all profit-seeking as well as non-profit-seeking organisations as a result of an ever-changing, turbulent and competitive environment.

Strategic Management Process 1/E - Kobus Lazenby | Editor ...

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