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

Business Policy and Strategic Management
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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Business Policy and Strategic Management
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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Difference between Policy and Strategy Policy is a blueprint of the organizational activities which are repetitive/routine in nature. While strategy is... Policy formulation is responsibility of top level management. While strategy formulation is basically done by middle... Policy deals with ...

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 Reviews . Preview this book ...

Business Policy and Strategic Management,2e - Azhar Kozami ...
There are four basic phases of strategic management. Phase 1 is basic financial planning, phase 2 is forecast-based planning, phase 3 is externally-oriented strategic planning, and phase 4 is strategic management. Phases 1, 2, and 3 are all considered part of the formulation category.

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 is concerned with...

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2 Business Policy and Strategic Management BASIC CONCEPTS

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Strategic management is a broad term that includes innovative thinking, a strategic planning process and operational strategising. Strategic business management, more specifically, relies largely on research.

What is the importance of Strategic Business Management?
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