

How The Organisational Environment Influences Rational Strategy Processes - Boris Sosnizkij

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The global business world is full of environmental forces which cannot be influenced by a single individual or a single company. Managers should be able to evaluate and afterwards use them for their strategic decision making and long-term planning. The world in the last century is a continually growing and changing one and understanding and using this progress increases the strategic planning outcome. This assignment will analyze the rational strategy development in contemporary organisational environment and give an overview of the most important environmental factors. Author: Sosnizkij, Boris Publisher: GRIN Verlag Illustration: N Language: ENG Title: How the organisational environment influences rational strategy processes Pages: 00012 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638286145 Category: Business & Economics : Management - General

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