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planning was replaced
by strategic planning,
and later by strategic
management, a term
that is currently used to

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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

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system used by
managers of firms to
direct and administer a
firm. Business Policies.
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internal rules that a
company has to decide
actions. Policies serve
to... Differences. ...

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study of the roles and...

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Strategic Management
and Business Policy
needs to expand as soon
as possible and it needs
to recognize that many

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things need to be changed in 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: Mental

model or cognitive

structure that must

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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

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Policy formulation is responsibility of top level management. While strategy formulation is basically done by middle... Policy deals with ...

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Management,2e. Azhar Kozami. Tata McGraw-Hill Education, Jan 1, 2002 - Business planning - 619 pages. 10 Reviews . Preview this book ...

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There are four basic

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Strategic Management and Business Policy

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Strategic management is
a broad term that
includes innovative
thinking, a strategic

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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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