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Introduction To Strategic Management Management Essay

Strategic management is the highest in the sense that it is the broadest, applying to all parts of the firm. It gives direction to corporate values, corporate culture, corporate goals, and corporate missions. Under this broad corporate strategy there are often functional or business unit strategies.

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Introduction Strategic management is one of the key pillars for any organization. Managing strategies properly is vital to the success of any organization. According to Mintzberg H. Quin B. (1997, p39) "Strategy is the pattern plan that integrates an organizational goal, policies and action sequences as a whole."

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