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Strategic Management Competitiveness And Globalization

Chapter 1 Strategic Management and Strategic Competitiveness

Strategic Management and Strategic Competitiveness LEARNING OBJECTIVES 1 Define strategic competitiveness, strategy, competitive advantage, above-average returns, and the strategic management process 2 Describe the competitive lands cape and explain how globalization and technological changes shape it 3

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Defining Strategic Management 6 & Stages of Strategic Management 6 & Integrating Intuition and Analysis 7 & Adapting to Change 8 Key Terms in Strategic Management 9 Competitive Advantage 9 & Strategists 10 & Vision and Mission Statements 11 & External Opportunities and Threats 11& Internal Strengths and Weaknesses 12 & Long-Term Objectives 13

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