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## Strategic Management Chapter 1

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Change management: Build awareness Strategic change is all in the  
timing Why Awareness is Not Enough to Change Your Life **GLT  
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Organisational aspects** Strategic Management **The three secrets of  
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A comprehensive text which covers the whole range of activities involved in strategic awareness, strategic management and strategic change. It explains the processes underlying the proactive formulation and implementation of strategies; and demonstrates the

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importance of reacting quickly and effectively in a competitive and turbulent environment.

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develop their strategic awareness increase their understanding of how the functional areas of management (in which they are most likely to work) contribute to strategic management and to strategic changes within organizations appreciate how strategic change is managed in organizations.

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## What is strategic awareness? 8 ways you can begin to use ...

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identify the external factors that may change in the future; to exploit the changes (opportunities) or defend against them (threats) better than competitors would do. The outcome of PEST is an understanding of the overall picture surrounding the company. PEST analysis is also done to assess the potential of a new market.

PEST & PESTEL Analysis | SMI - Strategic Management Insight

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