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### Strategic Management Chapter 1

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Strategic Management: Awareness & Change. Strategic Management. : John L. Thompson, Frank Martin. South-Western Cengage Learning, 2010 - Business & Economics - 802 pages. 2 Reviews. The new edition...

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

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Because strategic management is a process by which managers are able to recognize opportunities for environmental change and to recognize internal and external environmental factors (Thompson,...

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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 ...](#)

The Prosci ADKAR® Model is a goal-oriented change management model that guides individual and organizational change. Created by Prosci founder Jeff Hiatt, ADKAR is an acronym that represents the five tangible and concrete outcomes that people need to achieve for lasting change: awareness, desire, knowledge, ability and reinforcement. By outlining the goals and outcomes of successful change ...

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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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