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Essentials of Strategic Management Authors: David Hunger

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The fifth edition of Essentials of Strategic Management contains many new content topics plus updated data and illustrations. Older examples have been replaced with newer ones, information has been updated where appropriate, and a few errors have been corrected.

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â€¢ Sometimes the term strategic management is used to refer to strategy formulation. with strategic planning referring only to strategy formulation. Defining Strategic Management â€¢ Strategic management is

used synonymously with the term strategic planning. and evaluation.

Chapter 1- Strategic Management Essentials | Strategic

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* The text presents a conceptually balanced treatment of strategic management principles and analytic approaches that features straight-to-the-point discussions, timely examples, and a writing style that captures the interest of students.

Essentials of Strategic Management: The Quest for

where adjustments need to be made. One essential technique involves a discussion of an organization's strengths, weaknesses, opportunities, and threats, commonly called SWOT analysis. SWOT analysis has been used extensively in other industries but has not been widely used in healthcare (Kahveci and Meads 2008).

STRATEGIC PLANNING AND SWOT ANALYSIS

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