



STRATEGIC MANAGEMENT

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DILARANG MEMPERBANYAK ATAU MEMINDAHKAN SEBAGIAN ATAU SELURUH ISI BUKU
INI DALAM BENTUK APAPUN, BAIK SECARA ELEKTRONIS MAUPUN MEKANIS, TERMASUK
MEMFOTOCOPY, MEREKAM ATAU DENGAN SISTEM PENYIMPANAN LAINNYA, TANPA
SEIZIN DARI PENULIS

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INTRODUCTION TO **STRATEGIC MANAGEMENT**

Core concepts and practices that define strategic management, providing a comprehensive guide in an era characterized by rapid technological advancements, globalization, and ever-evolving market dynamics. To understanding how organizations can achieve and sustain competitive advantage through strategic planning and execution.

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ABOUT THE BOOK

This book provides a comprehensive exploration of strategic management, offering readers a blend of theoretical foundations and practical applications. It covers essential topics to equip students and professionals with the tools needed to effectively formulate, implement, and evaluate strategies in various organizational contexts.

Key Topics Covered:

1. Internal Factor Analysis (IFAS):

The book delves into the internal environment of organizations, highlighting the importance of identifying and assessing internal factors that influence strategic decisions. This includes a thorough examination of strengths and weaknesses within the organization.

2. External Factor Analysis (EFAS):

It also covers the analysis of external environments, focusing on opportunities and threats that arise from the market, industry, and broader macroeconomic factors. The book provides frameworks for systematically evaluating these external influences.

3. SWOT Analysis:

A pivotal tool in strategic management, SWOT analysis is extensively discussed. Readers will learn how to effectively combine internal and external analyses to generate actionable insights and strategic options.

4. Five Strategic Management Processes:

The book outlines the five key processes in strategic management: goal setting, analysis, strategy formulation, strategy implementation, and evaluation. Each process is examined in detail to provide a clear roadmap for strategic planning and execution.

5. Business Model Canvas:

An innovative approach to understanding and developing business models, the Business Model Canvas is introduced. The book guides readers through the nine building blocks of the canvas, offering practical examples and exercises to apply this tool in real-world scenarios.

Features:

- EXCERCISE

This textbook serves as a valuable resource for students seeking to build a solid foundation in strategic management and for professionals looking to refine their strategic thinking and leadership skills.

