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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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Strategic awareness rarely features in modern textbooks on management, yet is something that can fundamentally change conversations and decision-making at the Board level. In essence, strategic awareness is the fusion of strategic thinking and personal awareness. Strategic opportunities exist all around us, often through the information people carry with them.

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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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Strategic Management provides a brief introduction to rapid, volatile and discontinuous change. It will elaborate that how these changes influence the organizational strategic management process and also incorporates some dissension related to it, which includes strategic analysis, strategic implementation and strategic evaluation.