



# STRATEGIC MANAGEMENT

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## **PREFACE**

An overview of the main subjects and ideas of strategic management is provided in **STRATEGIC MANAGEMENT**. In order to demonstrate the various tactics employed by modern businesses—and how they go about putting those tactics into practice—the writers use well-known businesses and figures as examples. Students will gain knowledge about conducting internal and external analyses, measuring organizational performance, and conducting case analyses. To put it briefly, they will comprehend how businesses function strategically in order to succeed.

This book gives students the basic ideas and phases of strategic management and planning in businesses, along with the tools they need to make decisions that will help them stay competitive in today's business environment. It gives a broad overview of the evolving business environment and introduces the main ideas and themes of organizational and competitive strategies.

**Strategic Management: From Confrontation to Transformation** is appropriate for both undergraduate and graduate students studying strategy. It will help you expand your understanding of and expertise in creating and executing strategies in the real world.

## **Abbreviations**

Analysis of Variance (ANOVA)

Autoregressive (AR)

Auto-Regressive Integrated Moving Average (ARIMA)

Business Process Management (BPM)

Business Process Reorganization (BPR)

Change Management (CM)

Chief Compliance Officer (CCO)

Chief Financial Officer (CFO)

Chief Human Resources Manager (CHRM)

Chief Marketing Officer (CMO)

Chief Operations Officer (COO)

Chief Technology Officer (CTO)

Confidence Interval (CI)

Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR)

Cumulative Distribution Function (CDF)

Defining, Measuring, Analyzing, Improving, and Controlling (DMAIC)

Holts-Winters Multiplicative Method (MWM)

Holt-Winter's Additive Method (HWIM)

Human Resources (HR)

Intergovernmental Panel on Climate Change (IPCC)

Key Performance Indicators (KPIs)

Moving Average (MA)

Moving Average (MA)

Net Promoter Score (NPS)

Ordinary Least Squares (OLS)

Quality Management System (QMS)

Political, Economic, Social, Technological, Environmental, and Legal (PESTEL)

Probability Density Function (PDF)

Probability Mass Function (PMF)

Return On Investment (ROI)

Simple or Single Exponential Smoothing (SES)

Single Exponential Smoothing (SES)

Skew-Normal Density (SNBn( $\lambda$ ))

Specific, Measurable, Realistic, Relevant, And Time-Bound (SMART)

Strategic Business Unit (SBU)

Strategic Business Units (SBUs)

Strengths, Weaknesses, Opportunities, and Threats (SWOT)

The Chief Executive Officer (CEO)

The Ordinary Least Squares (OLS)

Total Quality Management (TQM)

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