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Sergio Jofre January 2011 Report 1.2011 DTU Management Engineering Strategic Management The Theory and Practice of Strategy in (Business) Organizations

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Journal of Comprehensive Research, Volume 5, Page 17 Strategic Management Process Strategic Management Process Dr I. Chaneta Department of Business Studies

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Keywords Culture of Organization Productivity strategic management Strategist strategy JEL Classification M10, M19 Full Article 1. Introduction. In recent years, all around the world fierce competition has emerged because of some concepts such as globalization, fast technological changes, new consisted markets and changing customer expectancies ...

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