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Management Handbook. New York: McGraw Hill, 1983, pp. 21 to 2- -32. Individuals and organizations have operated for hundreds of years by planning and forecasting in an intuitive manner. It was not until the 1950s that formal approaches became

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5. Name the strategic management process. Strategic management is defined as the set of decisions & actions in formulation and implementation of strategies designed to achieve the objectives of an organization. It involves 7 steps. Organizational Mission & Objectives: They have some specific

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