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Amazon.com: Essentials of Strategic Management (5th Edition) (9788120348615): Hunger, J. David, Wheelen, Thomas L.: Books

### Amazon.com: Essentials of Strategic Management (5th ...

By: Thomas Wheelen and David Hunger. The process of strategic management involves four basic elements: (1) environmental scanning, (2) strategy formulation, (3) strategy implementation, and (4) evaluation and control. At the corporate level, the strategic management process includes activities that range from environmental

### A Descriptive Model of Strategic Management (Wheelen & ...

Thomas L. Wheelen Formerly with University of Virginia Trinity College, Dublin, Ireland J. David Hunger Iowa State University St. John's University Strategic Management and Business Policy TOWARD GLOBAL SUSTAINABILITY with major contributions by Kathryn E. Wheelen Alan N. Hoffman Bentley University

### Strategic Management Model

LA ODE RAHMAT PUTRA RUSTAMAN EKONOMI BISNIS STRATEGIC MANAGEMENT (Wheelen and Hunger) Manajemen Strategis Strategic management atau manajemen strategis menurut Wheelen dan Hunger adalah "... That set of managerial decisions and actions that determines the long-run performance of a corporation." (Wheelen dan Hunger, 1998, p.3).

### **STRATEGIC MANAGEMENT (Wheelen and Hunger) - La Ode Rahmat ...**

The study of strategic management Strategic management is the set of managerial decision and action that determines the long-run performance of a corporation. It includes environmental scanning (both external and internal), strategy formulation (strategic or long range planning), strategy implementation, and evaluation and control. The study of ...

### **Essentials of Strategic Management Authors: David Hunger ...**

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As part of the literature review, we are including the Wheelen and Hunger Strategic Management Model as reference. The model is segmented to four sections, which are as follow: i. Environmental Scanning (Gathering Information) ii. Strategy Formulation (Developing Long-Range Plans) iii.

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