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Session 1 Strategic Management | 3 York: McGraw-Hill Irwin, 2005. 1.2. Definition of strategic planning Every organization or major part of a complex organization occasionally has to make some momentous

**Strategic Management 1. Strategic Management 1.1**

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Managing the Value Chain, Page 2 CONCEPT INTRODUCTION The urgency and immediacy of the current financial crisis that burst into American consciousness in the 4th quarter of 2008 has left companies around the world gasping for air. The question of strategic success for large and small firms has shifted from one based on profit

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DIRECCIONAMIENTO ESTRATÉGICO APOYADO EN LAS TIC. ADRIANA AGUILERA CASTRO 1, SANDRA CRISTINA RIASCOS ERAZO 2. 1 Magister en Ciencias de la Organización, Universidad del Valle, Colombia. Profesora Auxiliar Tiempo Completo, Facultad de Ciencias de la Administración, Universidad del Valle, Colombia.

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