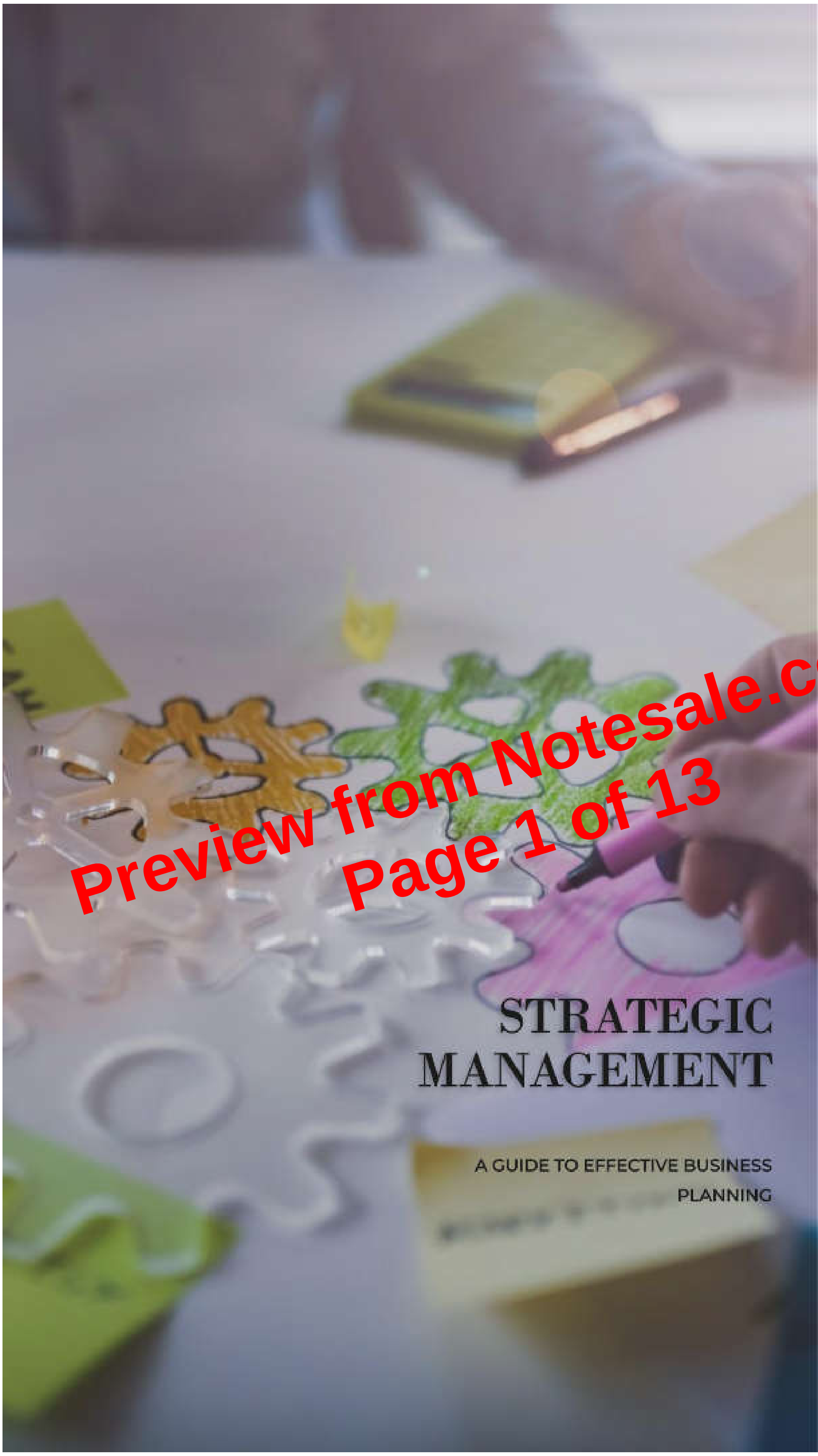
STRATEGIC
MANAGEMENT
A GUIDE TO EFFECTIVE BUSINESS
PLANNING

Chapter 1: Introduction to Strategic Management

Strategic management is the process of setting goals, developing strategies, and implementing and evaluating those strategies. It is a continuous process that helps organizations adapt to change and achieve their long-term objectives.

Chapter 2: The Strategic Management Process

The strategic management process can be divided into four steps:

1. **Environmental scanning:** This involves gathering information about the external environment, such as the economy, the competition, and the customer base.
2. **SWOT analysis:** This involves identifying the organization's strengths, weaknesses, opportunities, and threats.
3. **Strategy formulation:** This involves developing long-term goals and strategies for the organization.
4. **Strategy implementation:** This involves putting the strategies into action by making changes to the organization's structure, systems, and processes.
5. **Strategy evaluation:** This involves assessing the results of the strategies and making necessary adjustments.

Chapter 3: Strategic Analysis