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STRATEGY CONTEXT, ENVIRONMENT AND STRATEGIC PLANNING IN ORGANIZATIONS



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | The context of strategic planning | This book presents findings of a study on the context of strategic planning. In Ugandan organizations this process was common although not well articulated. The level of strategic planning and strategy context factors had varying strength of relationships. The broad contextual factors examined included financial capacity, internal environmental factors, external factors and the strategic planning process. Taken together, strategy context, internal and external environment factors moderately...

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