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Strategic Planning (Department of the Navy Total Quality Leadership Office Publication No. 94-02). These handbooks were designed to assist Department of the Navy (DON) executives, Commanding Officers, Total Quality Leadership (TQL) coordinators, and strategic planning facilitators in leading the strategic management process.

Strategic Management Handbook - University of North Texas

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Basic Strategy Concepts Learning Objectives After reading and studying this chapter, you should be able to:
... • Understand how strategic management often goes wrong, due to ... • A successful strategy is the result of an integrated/collaborative

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