

STRATEGY FORMULATION IN DIVERSIFIED COMPANIES

8

Thus far we have discussed about strategy making in a single-business enterprise. This unit specifically examines strategy-making in a diversified company. Although the strategy-making tasks in a single-business environment are applicable to a diversified company, some additional strategic issues are also involved. Strategy-making in a diversified company (in other words, corporate strategy-making) is, thus, a 'bigger-picture exercise' than the strategy-making in a single-business company.

In this unit, we address the issues, like, Meaning and nature of a diversified company, When should a company diversify its business?, How can a company diversify its business/choose the diversification path?, Related diversification and unrelated diversification, Strategies for entering into new businesses, Post-diversification strategies/strategic options for a diversified company, Evaluating the strategies of diversified companies etc...

In Diversified Companies Strategy Formulation 8

Lester A. Digman



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Strategic Management: Competitiveness and Globalisation Dallas Hanson, Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, 2016-09-29 With an emphasis on global advantage the text offers a comprehensive examination of regional and international issues to provide a complete accurate and up to date explanation of the strategic management process New coverage on environmental concerns and emerging technologies as well as examples and cases from Australia New Zealand and Asia Pacific serve to engage students while updated international content demonstrates how strategic management is used in the global economy The text takes a resource based approach which requires the examining of a firm s unique bundling of its internal resources This text is appropriate for upper level undergrad usually third year post grad in Masters courses

The Strategic Management of Health Care Organizations Peter M. Ginter, W. Jack Duncan, Linda E. Swayne, 2018-02-05 A comprehensive guide to effective strategic management of health care organizations *Strategic Management of Health Care Organizations* provides essential guidance for leading health care organizations through strategic management This structured approach to strategic management examines the processes of strategic thinking consensus building and documentation of that thinking into a strategic plan and creating and maintaining strategic momentum all essential for coping with the rapidly evolving health care industry *Strategic Management of Health Care Organizations* fully explains how strategic managers must become strategic thinkers with the ability to evaluate a changing industry analyze data question assumptions and develop new ideas The book guides readers through the strategic planning process demonstrating how to incorporate strategic thinking and create and document a clear and coherent plan of action In addition the all important processes of creating and maintaining the strategic momentum of the organization are fully described Finally the text demonstrates how strategic managers in carrying out the strategic plan must evaluate its success learn more about what works and incorporate new strategic thinking into operations and subsequent planning This strategic management approach has become the de facto standard for health care management as leadership and strategic management are more critical than ever in coping with an industry in flux This book provides health care management students as well as health care administrators with foundational guidance on strategic management concepts and practices tailored to the unique needs of the health care industry Included are a clear discussion of health services external analysis organizational internal analysis the development of directional strategies strategy alternative identification and evaluation and the development and management of implementation strategies providing an informative and insightful resource for anyone in the field This new eighth edition has been fully updated to reflect new insights into strategic thinking new methods to conceptualize and document critical environmental issues practical steps for carrying out each of the strategic management processes industry and management essentials for strategic thinkers and new case studies for applying the strategic management processes More specifically readers of this edition will be able to Create a process for developing a

strategic plan for a health care organization Map and analyze external issues trends and events in the general environment the health care system and the service area Conduct a comprehensive service area competitor analysis Perform an internal analysis and determine the competitive advantages and competitive disadvantages Develop directional strategies Identify strategic alternatives and make rational strategic decisions for a health care organization Develop a comprehensive strategy for a health care organization Create effective value adding service delivery and support strategies Translate service delivery and support plans into specific action plans The health care industry s revolutionary change remains ongoing and organizational success depends on leadership Strategic management has become the single clearest manifestation of effective leadership of health care organizations and the strategic management framework s strengths are needed now more than ever The Strategic Management of Health Care Organizations provides comprehensive guidance and up to date practices to help leaders keep their organizations on track

Strategic Management Arthur A. Thompson,Alonzo J. Strickland,1990

Historical Evolution of Strategic Management Peter McKiernan,2017-07-05 This collection of readings representing the historical evolution of the subject of strategic management provides an introduction to the roots of modern thought It proceeds to dissect more recent contributions into two schools the Planning and Practice school and the Learning school

Personnel Literature United States. Office of Personnel Management. Library,1987

Instructor's Manual to Accompany Strategic Management Arthur A. Thompson,1990

Readings in Strategic Management Arthur A. Thompson,Alonzo J. Strickland,William E. Fulmer,1992 Thompson Strickland READINGS is the softcover readings component of this market leading strategic management package The readings reflect current thought in strategic management

Strategic Management Aron Thompson,Alonzo J. Strickland,1994

Ri Im V1 Strategic Management Aron Thompson,2001

Strategic Changes for Business Models in the German Retail Banking Industry in the Post Financial Crisis Era Tobias Pommerening,2010-10-15 Bachelor Thesis from the year 2010 in the subject Business economics General grade 2 0 Baden Wuerttemberg Cooperative State University DHBW language English abstract The Great Recession as the global financial meltdown has come to be called has had devastating effects on the global economic landscape particularly on the banking industry While the big multinational investment banks that were at the heart of this crisis were hit most severely with players such as Lehman Brothers Inc among others disappearing from the financial landscape retail banks institutions primarily engaged in the standard banking business with private customers also suffered considerably from the global collapse of financial markets 1 Unlike their multinational counterparts however retail banks cannot rely on profitable mergers and acquisition activities or proprietary trading to boost income once the economy picks up again While the challenges created by the Great Recession for retail banks are complex they are not the only threat to longrun profitability In many markets especially in the mature western European ones other dark clouds appear on the horizon To name only a few plummeting sales narrowing profit margins consumers lack of confidence in the banking system and operational cost

problems threaten retail banks in mature markets such as Germany 2 Postbank a major German retail bank with a strong domestic customer base is one of the players that have to make strategic adjustments to cope with a changing economic landscape But what will these strategic adjustments be and in which priority do they need to be undertaken Although literature on the financial crisis and expected changes in banking industry is paramount so far little attention has been given to showing how strategy in the retail banking segment in the distinct geographic location of Germany will have to look like for a specific player in the post financial crisis era

Strategic Management and Organizational Decision Making Alan Walter Steiss,1985 *Strategic Management and Business Policy* Donald F. Harvey,1988 *Business Policy and Strategy* Edmund R. Gray,1979 **Management Eighth Edition Paperback, Custom Publication** Griffin, Terry,Miriam Griffin,2004-06 *Strategic Management* Julia Hill,1995 *Business Policy and Strategic Management* William F. Glueck,1980 **Strategic Management** Michael A. Hitt,R. Duane Ireland,Robert E. Hoskisson,2003 This text explains how firms achieve strategic competitiveness emphasizing integration of resources and capabilities to obtain a sustained competitive advantage The text integrates the resource based view of the firm with the more traditional model *Business Policy and Strategy* ,1981 *personal literature index* ,1987 **The Effective Management of Technology** Sushil K. Bhalla,1987

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