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1 What is Strategy and Why
is it Important 2. Charting
a Company's Direction 3.

Evaluating a Company's
External Environment Section

B: Core Concepts and
Analytical Tools 3.

Evaluating a Company's
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VIII. Why are Crafting and
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Important? 1. Crafting and
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priority managerial tasks
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High-achieving enterprises
are nearly always the
product of astute, creative,
and proactive strategy
making. 2. Good Strategy +
Good Strategy Execution =
Good Management a. Crafting
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core management functions.
b.

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