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As such, strategy process denotes the essential processes through which strategy comes about, i.e. content (Chakravarthy, 2003). Strategy process thus includes a variety of different factors including, cognitive, political and social factors (Chakravarthy, 2003).

~~Strategy process and context in determining strategy~~

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A Content Strategy Process Model

The first two steps in the strategy and implementation phases typically unfold as projects, one-time efforts to discover and formulate your content plan and to design and build your content operation. For most ventures, the governance and publishing stages make up your ongoing, day-to-day

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~~A Content Strategy Process Model:
how content strategy works~~

□ The strategy context is the set of circumstances surrounding strategy making - the conditions under which both the strategy process and the strategy content are formed.

~~Strategy Purpose, Context, Process
& Content. A ...~~

The strategic management process means defining the organization's strategy. It is also defined as the process by which managers make a choice of a set of strategies for the organization that will enable it to achieve better performance. Strategic management is a continuous process that appraises the business and industries in which the organization is

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involved; appraises its competitors; and fixes goals to meet all the present and future competitor's and then reassesses each strategy.

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Dimensions of Strategic Change. In their book 'Managing Change for Competitive Success' (1991) Pettigrew and Whipp distinguish between three

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dimensions of strategic change: 1. Content (objectives, purpose and goals) - WHAT. 2. Process (implementation) - HOW. 3. Context (the internal and external environment) - WHERE.

~~Dimensions of Strategic Change~~
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Moreover, the members of the strategy team could already see that demonstrating the channel's significant potential to the top team would be straightforward. Before doing that, however, they stepped back to spend some time thinking through the idea's broader strategic context—framing, in other words.

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