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| 1. Record Nr. | UNINA9910457490903321 |
| Autore | Zanoni Andrea |
| Titolo | Strategic analysis : processes and tools / / Andrea Beretta Zanoni |
| Pubbl/distr/stampa | New York : , : Routledge, , 2012 |
| ISBN | 1-283-44321-X 9786613443212 0-203-80290-X 1-136-63004-X |
| Descrizione fisica | 1 online resource (143 p.) |
| Collana | Routledge research in strategic management ; ; 1 |
| Disciplina | 658.4/012 |
| Soggetti | Strategic planning Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Planning strategy -- Quantitative tools of strategic analysis -- Qualitative tools of strategic analysis -- The competitive structure -- Scenario analysis -- Competitive analysis -- Analysis of impacts. |
| Sommario/riassunto | In the last few years, competition has become increasingly more complex, variable and dynamic, as can be seen in phenomena like globalization and technological acceleration. To cope with the dynamism and uncertainty of competition, enterprises need capabilities that enable them to respond to competition, as well as to improve their analytical skills and knowledge in order to better manage new strategic projects.Strategic analysis uses both quantitative and qualitative tools to understand both competitive contexts and available company resources. In Strategic Analysis: Proc |

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| 2. Record Nr. | UNINA9910679714203321 |
| Titolo | Business law review : the official publication of the North Atlantic Regional Business Law Association |
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| Descrizione fisica | 1 online resource (volumes) |
| Disciplina | 346.73/07/05 347.306705 |
| Soggetti | Commercial law - United States Commercial law Law reviews. Periodicals. Revues de droit United States |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Periodico |
| Note generali | Refereed/Peer-reviewed |