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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