Strategic Management and Strategic Competitiveness

Description

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Overview

Choose one public corporation in an industry with which you are familiar. Research the company on its own website, the public filings on the Securities and Exchange Commission's Filings & Forms page, the Strayer University's online databases, the Lexis Advance database, and any other sources you can find. The annual report will often provide insights that can help address some of these questions. Use the Strategic Management and Strategic Competitiveness Template [DOCX] to ensure that your assignment meets the requirements.

Requirements

Write a 4–6 page paper in which you address the following:

Assess how globalization and technology changes have impacted the corporation you researched.

Apply the industrial organization model and the resource-based model to determine how your corporation could earn above-average returns.

Assess how the vision statement and mission statement of the corporation influence its overall success.

Evaluate how each category of stakeholder impacts the overall success of this corporation.