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planning was replaced by strategic planning, and later by strategic management, a term that is currently used to describe the process of strategic decision making. Business policy, as defined by Christensen and others, is "the study of the functions and

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responsibilities of senior management, the crucial problems that affect success in the total

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- Articulate the business's vision and strategy
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Strategic management and business policy by Thomas L. Wheelen, J. David Hunger, Tom Wheelen, 2002, Prentice Hall edition, in English - 8th ed.

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undermines effective strategic management and the development of business policy; the activities of individuals within the organization have become task oriented, which causes the employee to seek to complete tasks one at a time with no unity of tasks, leading to a loss of sight of the organizational goals (Elkin, 1998).

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