

4.1: Introduction to How Environment Affects Strategy

What you'll learn to do: explain the key aspects of the environment that can affect strategy

Managers develop strategies to guide their organizations to success. They analyze external and internal conditions to make sure that their assumptions are based as much as possible on solid data. The truth is, however, that the environment today is changing faster than it ever did in the past. And the rate of change is increasing, as well. There are some attributes in the modern environment that make strategic planning a risky business.

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