

## 4.11: Introduction to Common Frameworks for Evaluating the Business Environment

What you'll learn to do: describe common frameworks used to evaluate the business environment

To set goals, businesses analyze what's going on in the external environment as well as what's happening inside the organization. Frameworks for completing the external analysis help managers process large amounts of data in a rational way. Two widely used management tools are introduced in this section that explain why sound business strategy relies on finding the best possible information.

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