

4.15: Introduction to Stages and Types of Strategy

What you'll learn to do: explain the stages of strategy, and describe the common types of business strategies

The strategic management process starts with knowing the vision and mission, formulating clear goals, implementing plans with precision, and evaluating results to ensure milestones are met. Most business strategies are focused on the competitive environment. Porter's system that classifies generic strategies allows organizations to choose how to situate themselves in the industry environment. Finally, all strategies must include an approach to address the digital world of e-commerce.

Contributors and Attributions

CC licensed content, Original

- Introduction to Stages and Types of Strategy. **Authored by:** John/Lynn Bruton and Lumen Learning. **License:** [CC BY: Attribution](#)

This page titled [4.15: Introduction to Stages and Types of Strategy](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Lumen Learning](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.