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Strategic management can help companies reach their goals. Strategic management ensures the steps necessary to reach a business goal are implemented company-wide. In this article, we will define strategic management, explain how strategic management works, discuss the purpose of strategic management and provide an example of strategic management.

[Strategic Planning and Management in Retailing](#)

The global retail industry is continuing to evolve and become increasingly competitive. With technology, change in consumer behavior, globalization, and consolidation, a data-driven retail strategy is more important than ever. Retail leaders must focus on strategic management in retail and be data-driven to survive and thrive in the industry.

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A detailed marketing plan related to the of the business, its targets and ways and methods to achieve it, in relation to retail is known as retail strategy.. It is important for a retail store to form a strategy to promote its goods and services and reach the right set of customers – the primary objective

of the retail strategies to increase sales as well as customer satisfaction equally.

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Student name:_____ 1) The text addresses two perspectives of leadership as well as their implications. These two perspectives are A) romantic and unromantic. B) romantic and internal control. C) external control and unromantic. D) romantic and external control. Question Details Accessibility : Keyboard Navigation Learning Objective : 01-01 Define strategic management and its four key attributes.

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