



The role of mission and its position within the strategic management process

By Yilmaz Seker

Grin Verlag Mrz 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Scholarly Essay from the year 2005 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: 1,3 (First Class), University of Sheffield, 21 entries in the bibliography, language: English, abstract: Introduction Many textbooks and articles describe how best to plan strategically and what the fundamental steps must be taken in the strategic planning process. One main issue is that many authors are unanimous in relation to the mission statement, which should be the first step in the corporate planning process. However, others think the mission's mapping should be stated in another level of the planning hierarchy. Therefore, it is essential to specify the role of mission in that process to be able to dwell on the different perspectives. But first, before the general role of mission is described, there will be an outline of the reasons why many authors put the mission in different levels of the process. This could help to understand the general role of the mission in that context more precisely. At least, writers are of the same opinion that the...



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