

Manfaat Manajemen Strategik

- Memberi arah pencapaian tujuan organisasi
- Mengantisipasi perubahan
- Memikirkan kepentingan berbagai pihak
- Melibatkan berbagai pihak
- Menghindari tumpang tindih kegiatan
- Meningkatkan efektivitas dan efisiensi

Globalisasi : Tantangan Kepada Manajemen Strategik

Global Considerations
Impact Virtually All
Strategic Decisions

Should we
import?

Will NAFTA
affect our firm?



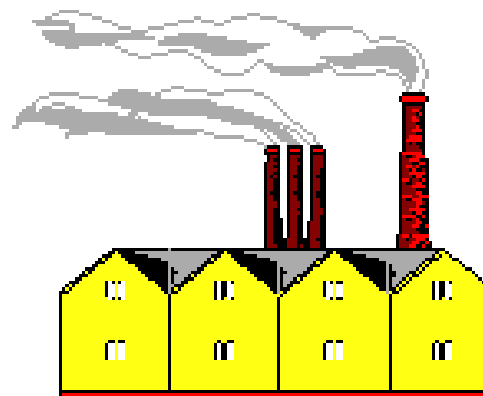
Should I
learn a foreign
language?

Should we
export?

Preserving the Natural Environment is an Important Strategic Issue

Is our firm environmentally friendly?

Should we recycle?



Should we burn low-sulfur coal?

Will Congress pass tougher laws?

Ciri-Ciri Organisasi Bertaraf Dunia

