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Victor Daniel Acevez Ramos. Strategic direction. 53500: McGraw-Hill /Interamericana Editors, 2004 Title has been added to the list of bibliographic references (available in the top menu). You can export the list or continue browsing and add additional links to your ad. Where and when was the book The Direction of Stratagac published? This book was published in Mexico, in 53500, Naucalpan de Juarez, Edo. Mexico. This work was published in 2004. Editorial set-top box 978-970-10 Address 53500, Naugolpan de Juarez, Edo. Mexico - Mexico There is still no evaluation available Assessment Book book focused on topics that can be called strategic direction of technology and innovation, strategic technologies, innovative technologies, technology management or for specialized courses in the development of new technology oriented products. These subjects are quite high courses or MBA degrees in business schools and business management or operations management departments. Also in engineering schools. ISBN: 9788448146498 Editorial: McGraw-Hill Interamericana Edition Date: 2006 Place edition: Madrid. Spain Edition Number: 2nd Ed Binding: Rustic Measurements: 24 cm No Pages: 372 Languages: Spanish paper: Rustic 43.00 with No Stocks. Delivery within 7/10 days. 1. Look at examples of the company's strategic decisions: place them on the appropriate level, i.e. corporate, business or functional. 2. Define your mission, vision and strategic goals in the company. Discuss how these concepts are defined and discuss the benefits their design represents for the company. By analyzing the content, find the differences between mission, vision, and strategic goals. Recommendation: Companies such as Endesa or Banco Santander have clearly and published concepts of mission, vision and corporate values. Websites:www.endesa.es,www.gruposantander.com 3. Critically analyze the corporate social responsibility of the memory of the company that it published. Browse its sections and content and suggest some improvement or aspect is not contained. Recommendation: Many ibex-35 companies publish corporate social responsibility reports, which are available on their respective websites. 4. Get a code of ethics from the company and determine which parts of the implementation process are contained in it. Code of Ethics published by the Institute of Business Ethics (United Kingdom). Website: www.ibe.org.uk/developing.html 1. How can a strategy be defined and what are its main components? 2. What are the levels of strategy and how are they related to each other? 3. What are the main stages of the strategic direction process and what is its content? 4. What similarities and differences exist between mission concepts and vision? 5. How useful is the definition of mission and vision concepts? 6. What role do strategic goals play in achieving mission and vision? 7. What depends on the level of social responsibility that the company has assumed? 8. What is a code of conduct or code of ethics and what parts of it usually include? 9. What are the important elements of the implementation of ethics in the company? Self-assessment exercises 1. See item 1.1 2. See paragraph 1.2 3. See paragraph 2 4. Item 3 5. Paragraph 3. paragraph 3. paragraph 4 7. Section 5.1 8. See item 5.2 9. See Section 5.2 The main bibliography of Gerras Martyn, L.A.; Navas Lopez, J.E.; Strategic direction of the company. Theory and applications (4th, h. 1, 2, 3). Madrid: Thomson Civitas. Navas Lopez, J.E.; Martin Wars, Los Angeles (2008). Cases of strategic management of the company (4th place) (Case 3: Iberdrola, ethical and social obligations). Madrid: Thomson Civitas. Andrews Web Bibliographic References, K.R. (1965). Business policy: text and cases. Homwood: Irwin. Ansoff, H.I. (1965). Corporate strategy. New York: McGraw Hill. Certo, S.C.; Peter, J. P. (1996). Strategic direction (3rd place). Madrid: Irwin Homwood. Chandler, A. (1962). 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