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...

58. (p. 9) When the dominance of the CEO approaches autocracy, the effectiveness of the form's strategic planning and management processes are likely to:

A. Enhance strategic planning but diminish its processes
B. Be

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greatly enhanced C.
Have no effect D. Be
diminished. Difficulty:
Medium Learning

Objective: 5. 59. (p.

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...

1. Formulate the
company's mission,
including broad
statements about its
purpose, philosophy,
and goals, 2. Conduct

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an analysis that reflects the company's internal conditions and capabilities. 3. Assess

the company's external environment, including both the competitive and the general contextual factors., 4.

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develop and enhance the company's profitability, product development and market share. These are the goals of all firms in a capitalist economy. However, domestic investment and marketing is very different than going global.

Difference Between International & Domestic Business

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Companies Breadth of
Factors. The breadth of
factors involved in
planning is much
greater in a global
business than in a
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Communication
Adjustments. In a local
company, a group of
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