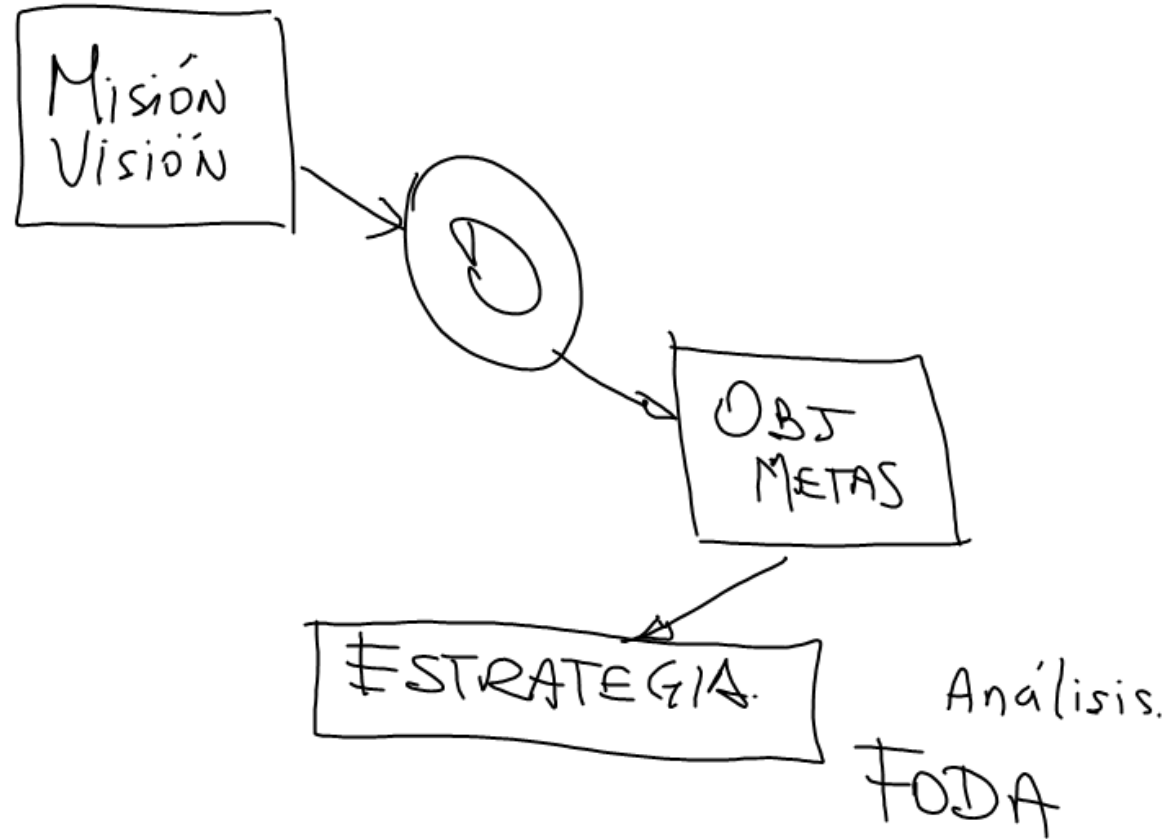
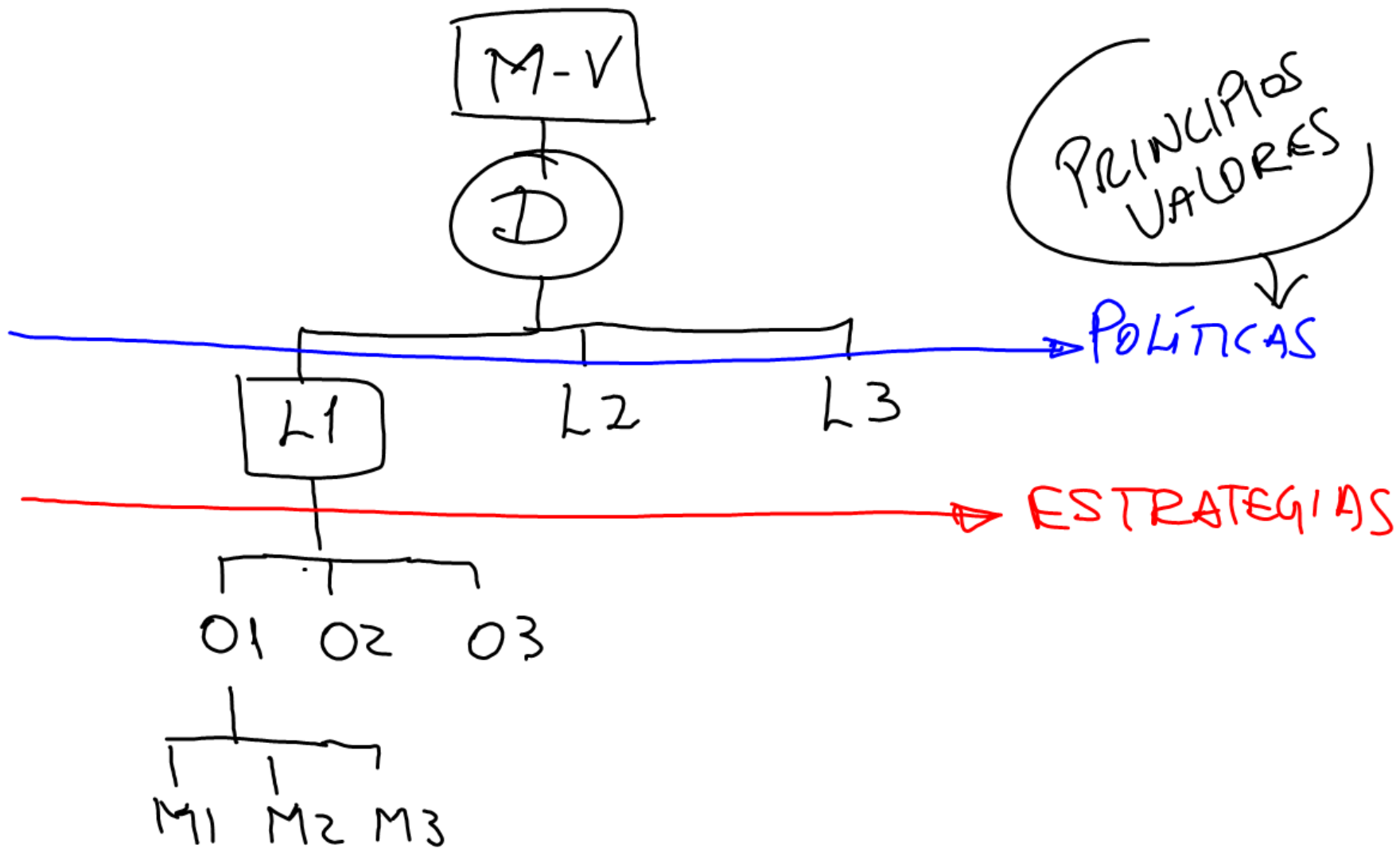
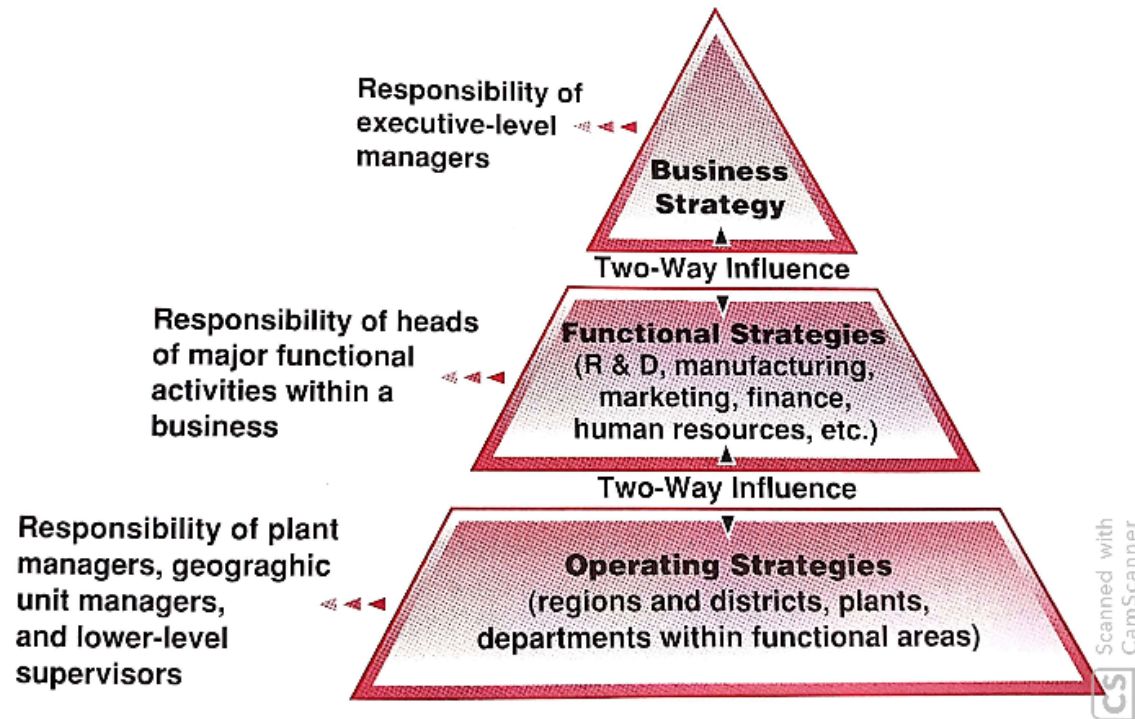


## Tema 4 .- SELECCIÓN DE LA ESTRATEGIA





### A SINGLE - BUSINESS COMPANY



Mangement.

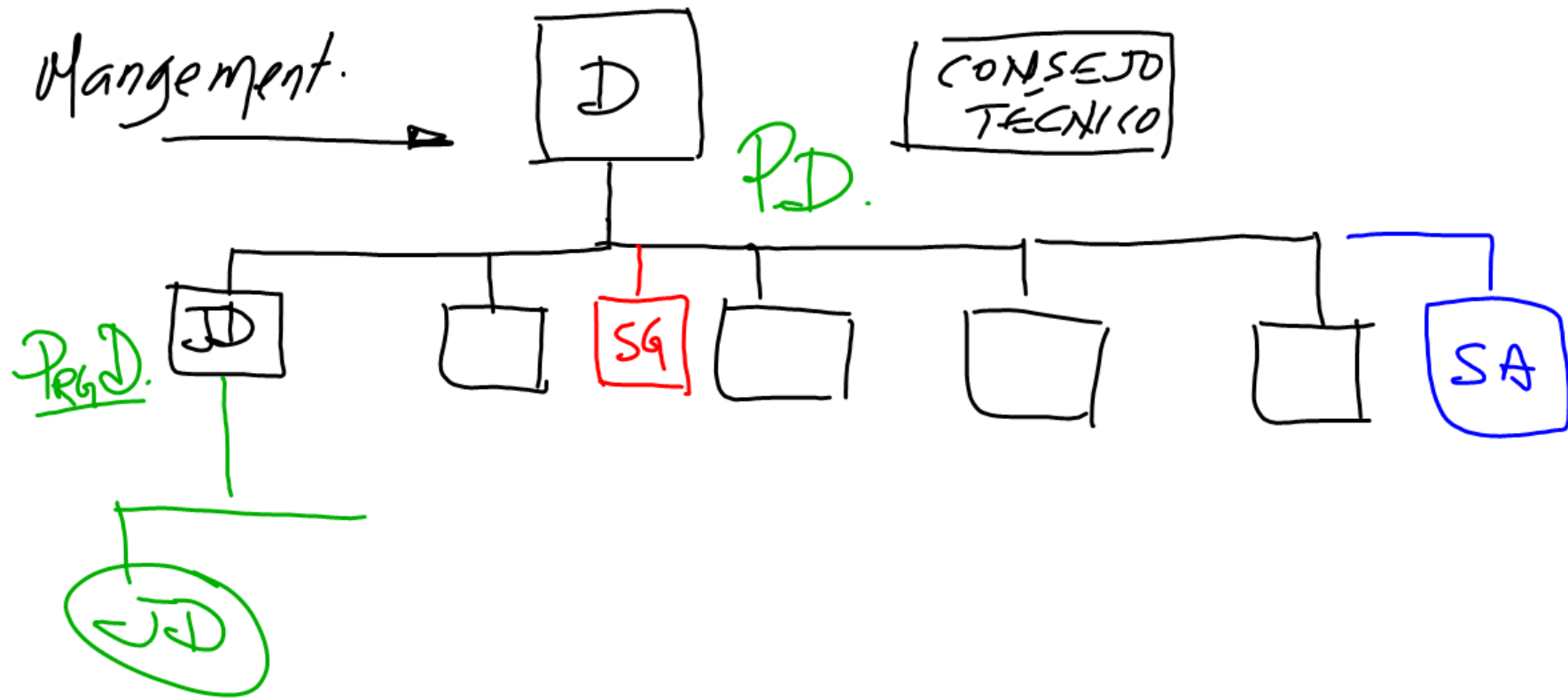
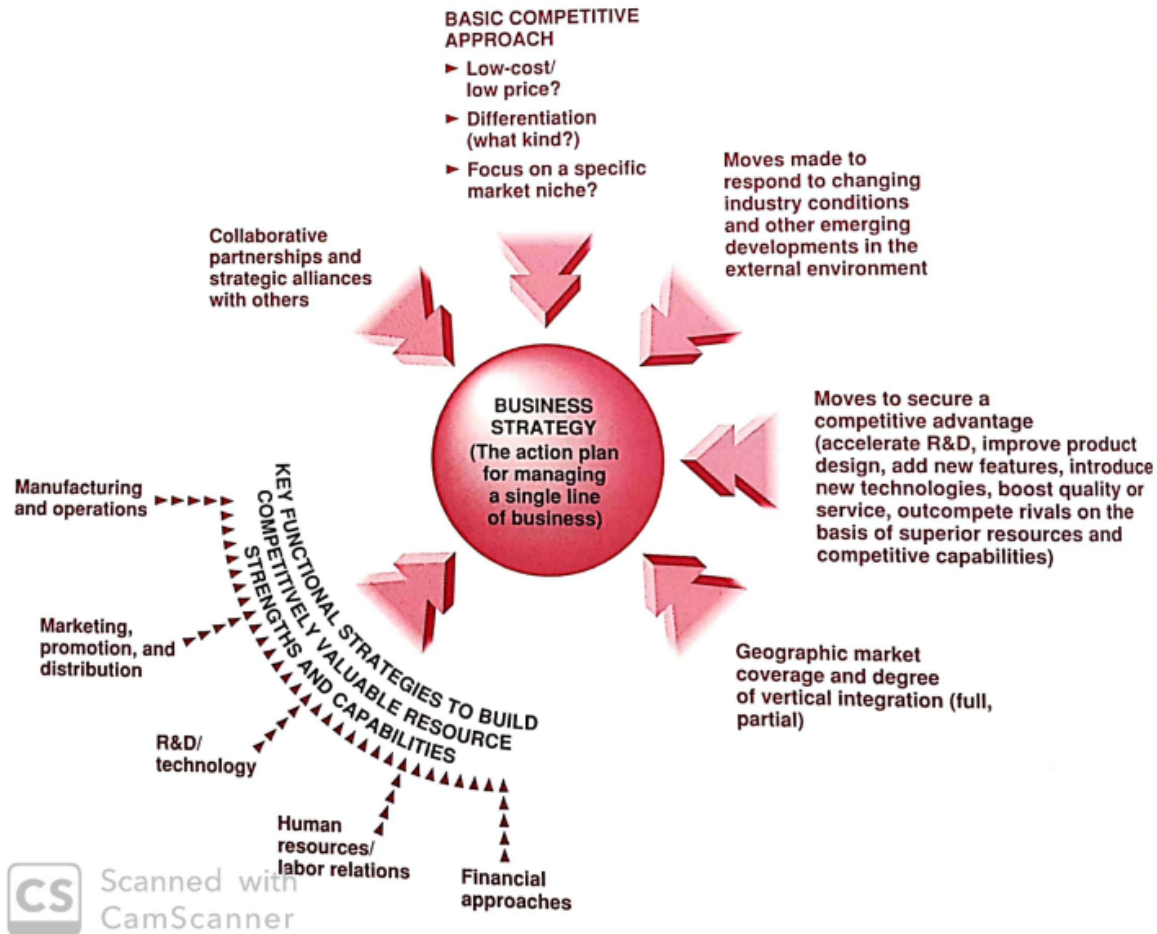
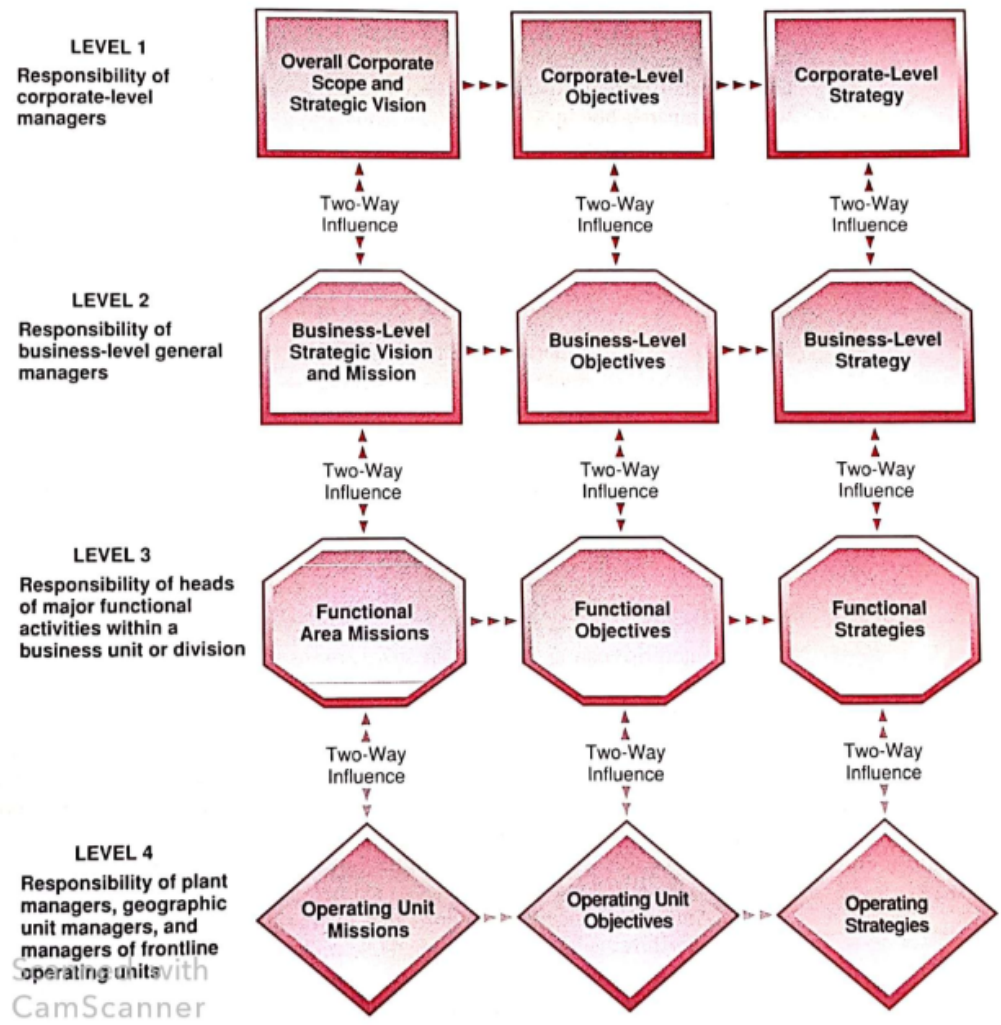


FIGURE 2.3 Identifying Strategy for a Single-Business Company



**FIGURE 2.4 The Networking of Strategic Visions, Missions, Objectives, and Strategies in the Strategy-Making Pyramid**



# FODA

OPORTUNIDADES



AMENAZAS.

