



Strategic Planning and Decision Comprehensiveness

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GRIN Verlag Dez 2013, 2013. Taschenbuch. Book Condition: Neu. 211x149x10 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2013 in the subject Business economics - Business Management, Corporate Governance, grade: 11, University of Marburg, course: Strategisches und Internationales Management, language: English, abstract: The effects of strategic planning and decision comprehensiveness on decision quality have long interested strategic decision making researchers. However, there is large dispute on that topic among former researchers. This thesis gives an overview of the existing literature of strategic planning and decision comprehensiveness, relevant to both practice and theory. Therefore, different databases have been scanned and high quality papers have been selected. Through the examination of the existing literature and the precise recombination of the different findings, this thesis provides a broad appraisal of the factors that have been identified as essential when deploying strategic planning and decision comprehensiveness. The thesis provides a wide arrange of recommendations for the implementation based on these results. 64 pp. Englisch.



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