



Global economic Development within the Scope of Apple Inc.

By Judith Zylla-Woellner

Grin Verlag Jan 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 1,2, Berlin School of Economics and Law (Institut of Management Berlin), course: MBA Seminar, language: English, abstract: An organization's accomplishments are determined by factors within its internal and external environment. A business can increase its success by implementing strategies which influence these factors to its advantage. A successful organization will not only be aware of these existing factors but also anticipate change and evaluate likely effects, so that it can benefit from changes within the environment in which it operates and apply growth strategies. Understand today, shape tomorrow would be an accurate summary in this correlation. Environmental analysis will facilitate understanding what is happening both inside and outside a company or branch while this knowledge is exploited to ensure economic success. In order to execute an environmental analysis, one must systematically understand how organizational environments are structured. An organization's environment can be divided into three distinct levels: internal environment, operating environment and general environment. This division will help to grasp...



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