



# Strategies, Mission, Vision, Goals

*Stefan Sabrautzki*

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## **Strategies, Mission, Vision, Goals** Stefan Sabrautzki

Seminar paper from the year 2009 in the subject Business economics - Business Management, Corporate Governance, grade: 2,0, University of Applied Sciences Berlin, language: English, abstract: The challenge of planning, steering and controlling all activities of a company requires a wide range of decisions made by the management. Management itself can be divided into three subcategories: normative management, strategic management and operative management with strategic management linking normative and operative management. Subject of this paper is the explanation of the impact of normative management on the strategic orientation of a company with focus on the importance of a mature vision, mission and goals.

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