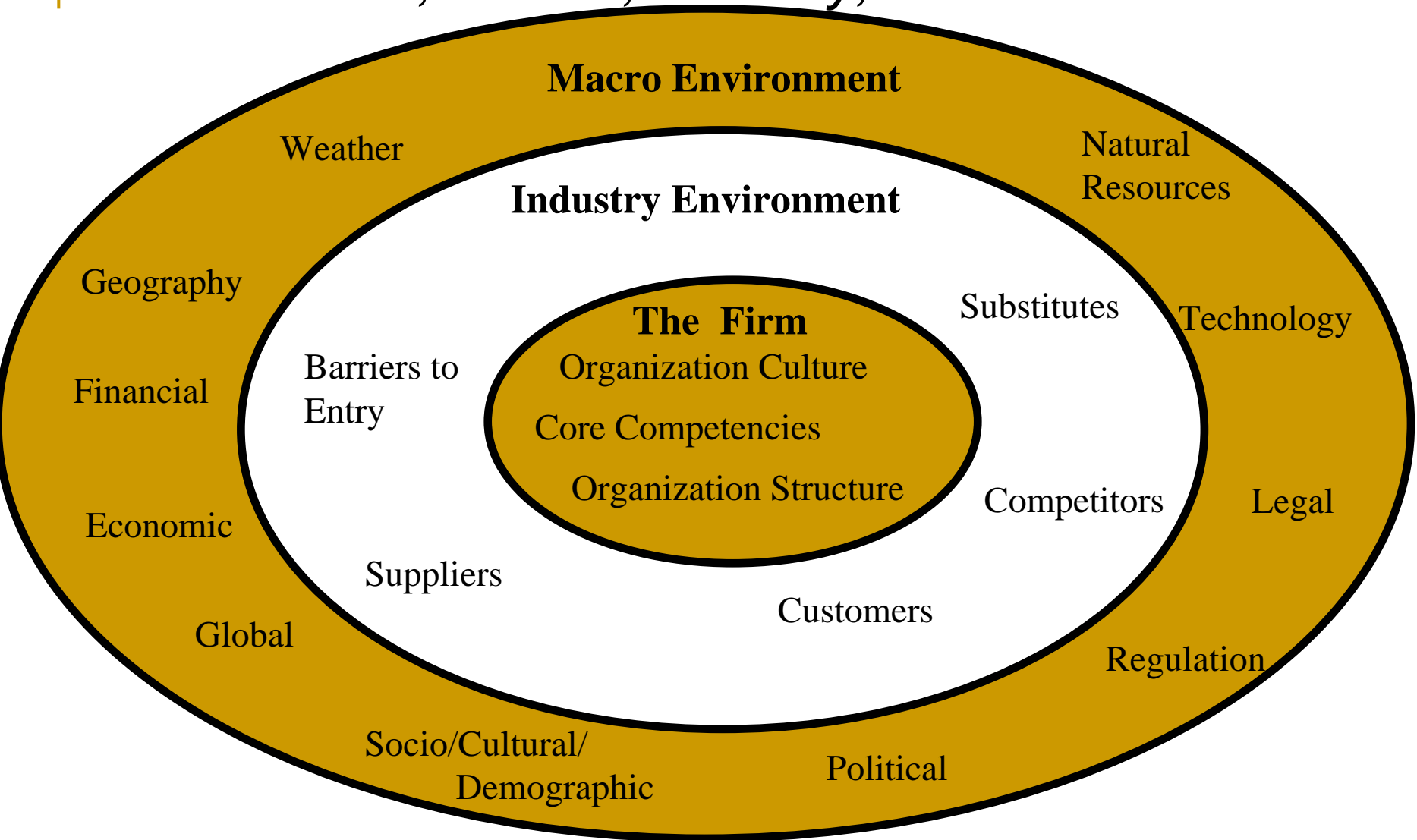

The Management Environment

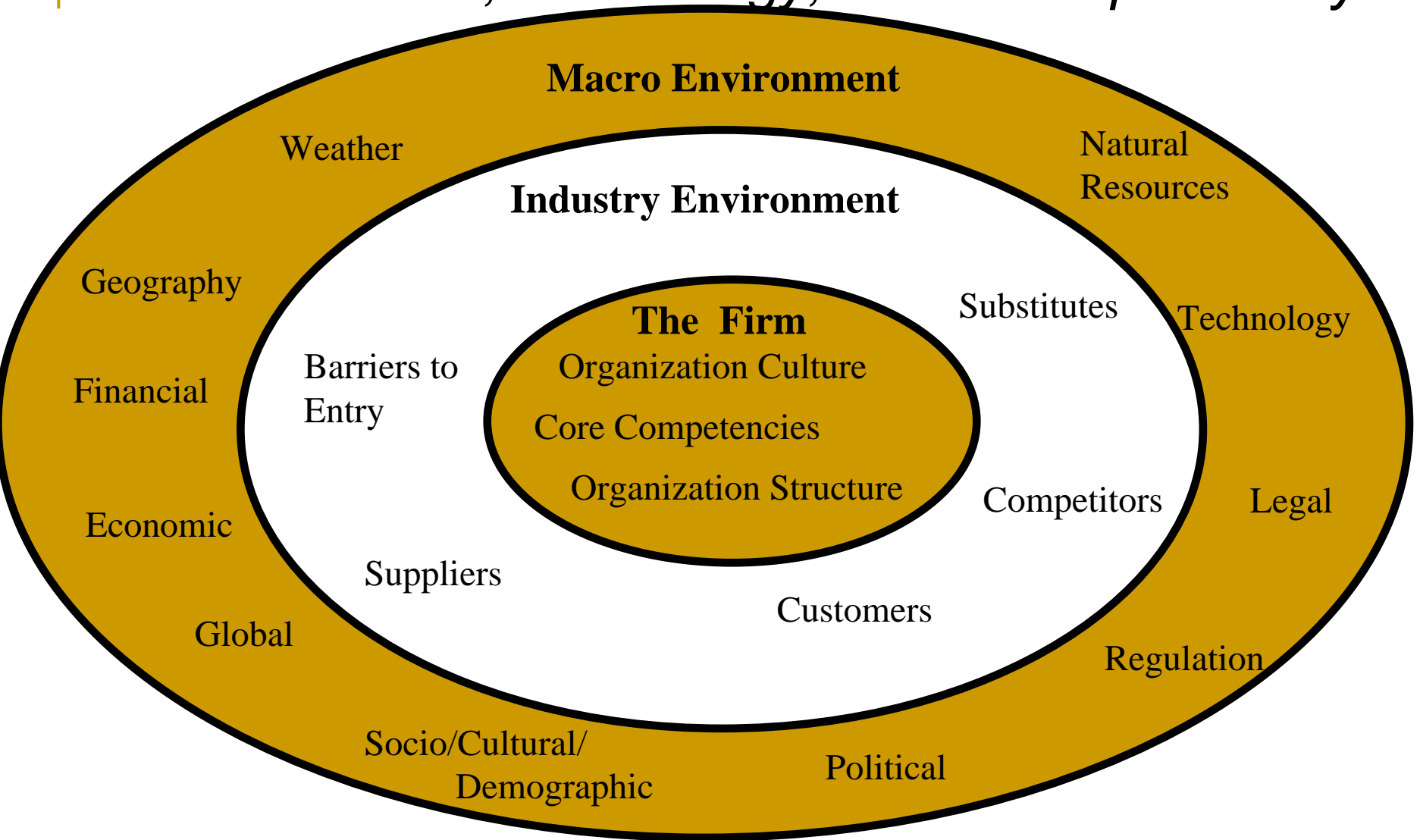
Managerial Implication: Managers must be willing to scan the environment and to respond to anticipated and current changes in the environment



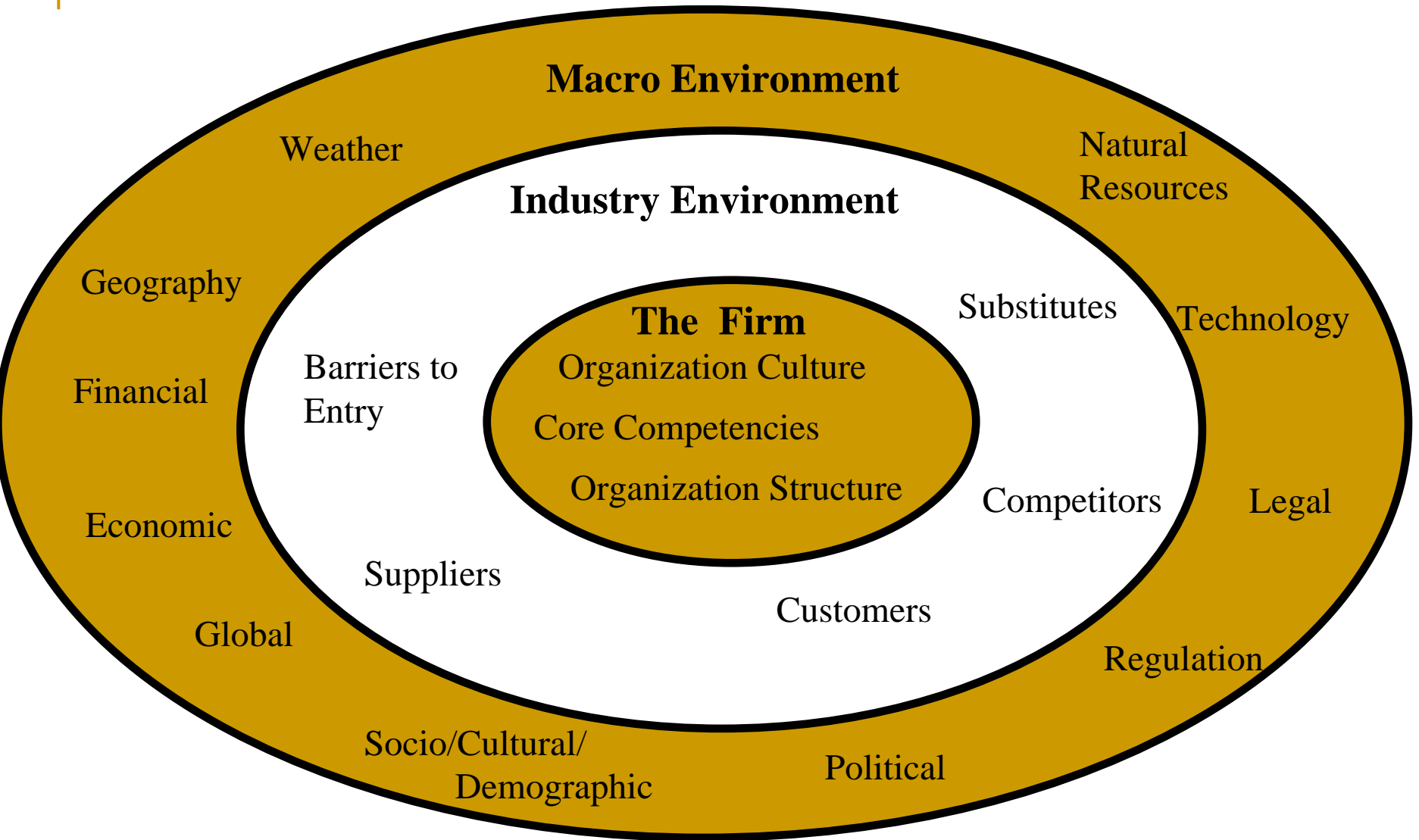
Terms: *Firm, Market, Industry, Macro-Environment*



Trends: *Global, Technology, Social Responsibility*



Researching or Scanning the Environment



Who investigates a company, an industry, or the macro-environment?

- A company inside the industry
- A company outside the industry (i.e., a potential entrant)
- Entrepreneurs
- Investors
- Financial Analysts
- Job Seekers



The Management Environment

Managerial Implication: Managers must be willing to scan the environment and to respond to anticipated and current changes in the environment

