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CAPITULO 1. INTRODUCCION A LA ESTRATEGIA

¿QUÉ ES LA ESTRATEGIA?

Las decisiones estratégicas o dirección estratégica consisten en: ➤ La dirección a LARGO PLAZO de la organización. ➤ El ALCANCE de las actividades de la organización. La cuestión de alcance es fundamental para la estrategia porque afecta a la forma en que los responsables de la dirección de la empresa conciben los límites de la organización. ➤ La consecución de una VENTAJA respecto a los competidores. ➤ Se pueden considerar como la BÚSQUEDA DE UN AJUSTE ESTRATÉGICO con el entorno empresarial. ➤ Se puede considerar como la CREACIÓN DE OPORTUNIDADES mediante la acumulación de recursos y competencias en una organización. Esto se conoce como enfoque de recursos y capacidades, que se ocupa de explotar la capacidad estratégica de una organización para lograr una ventaja competitiva y nuevas oportunidades. ➤ La estrategia de una organización no solo se ve afectada por las fuerzas del entorno y su capacidad estratégica, sino también por LOS VALORES Y EXPECTATIVAS DE AQUELLOS QUE TIENEN PODER en el entorno y dentro de la organización. Por lo tanto, es probable que: Tengan una naturaleza <u>compleja</u>. Se toman en situaciones de <u>incertidumbre</u>. Afecten a las decisiones <u>operativas</u>. Requieran un <u>planeamiento integrado</u> (tanto dentro como fuera de la organización). Impliquen <u>cambios</u> considerables.

Estrategia es la **DIRECCIÓN Y EL ALCANCE** de una organización a **LARGO PLAZO** que permite lograr una **VENTAJA** en un **ENTORNO CAMBIANTE** mediante la configuración de sus **RECURSOS Y COMPETENCIAS**, con el fin de satisfacer las **EXPECTATIVAS DE LAS PARTES INTERESADAS**.

NIVELES DE ESTRATEGIA

1. **La estrategia corporativa** DECISIONES SOBRE EL CONJUNTO DE LA ORGANIZACIÓN.
Se ocupa del alcance general de una empresa y de cómo se puede añadir valor a las distintas partes (unidades de negocio) de la organización.
Incluye cuestiones de:
 - cobertura geográfica
 - diversidad de productos/servicios o unidades de negocio
 - formas de asignar los recursos entre las distintas partes de la organización
 - las expectativas de los propietarios, los accionistas y la bolsa.
 - Cartera de productos y negocios
 - Amplitud de los mercados.
 Pueden muy bien adoptar la forma de una declaración explícita o implícita o de la misión que refleja esas expectativas. Es la base de las demás decisiones estratégicas.
2. **La estrategia de negocio** DECISIONES SOBRE UEN (es la parte de una organización para la que existe un mercado externo diferenciado de bienes o servicios que es distinto del de otra unidad estratégica de negocio).
Se ocupa de cómo se debe competir con éxito en determinados mercados como se pueden ofrecer servicios públicos con mejor valor.
Este nivel afecta:
 - los productos o servicios que hay que desarrollar
 - en que mercado se debe estar,
 - como se puede lograr una ventaja respecto a los competidores para alcanzar los objetivos de la organización.
 - Comprensión de los consumidores
3. **Las estrategias operativas** DECISIONES SOBRE EL SECTOR OPERATIVO
Se ocupan de como las distintas partes que componen una organización permiten aplicar eficazmente las estrategias de negocio y de la corporación en cuanto a los recursos, los procesos y el personal.

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William Woolsey Johnson



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