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# *Ibm - Strategic Mangement And Leadership*

# *Introduction*

IBM has always been a leader in the technology sector and achieving long-term management strategies and visionary abilities to lead the market. This case details the practices of strategic management and leadership within IBM and how strategy sustains IBM's capability to thrive in its dynamic relevant industry environment.

# *Strategic Management*

The concept of strategic management is closely connected with IBM's strength as it helps the company sustain competition in the environment characterized by disruptive technologies. The company uses a balanced approach that operates on the three pillars of innovation, going global, and client focus. Key elements of IBM's strategy include:

# *Global Expansion*

IBM uses accounts in more than 170 countries, thus using its locational advantage to reach out for other markets and generate income.

# *Conclusion*

The success of IBM in a highly competitive industry is informed by its strategic management and leaders. With right strategies which are in harmony with IBM's core values and good leadership, it is always often seen as a model company for sustainable growth.

# Our Mission

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