

Online Research Guide

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THESIS

Employees can shape and must be included in the strategic management decisions

Organizational structure, incentive, employee ability for issue selling and a sense of responsibility for the organization

Effectively applying the five key principles of issue selling to managers

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1 Employees can be a powerful force for change within the firm and shape strategy



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2 Interaction for strategic issue selling depends on two factors:

Organizational culture and structure
Employee's ability to sell

Employee's ability to sell
Employee's ability to sell

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3 The centerpiece of building a case for change is the five key elements of an effective sales pitch

Discrepancy
Appropriateness
Efficacy
Principal Support
Valence



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Conclusion/Comments



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Online Research Guide

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1 Employees can be a powerful force for change within the firm and shape strategy



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2 Intention for strategic issues. So two factors:

- Organizational culture and norms
- Organizational structure
- Organizational support

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3 The centerpiece of building a case for change is the five key elements of an effective sales pitch

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THESIS

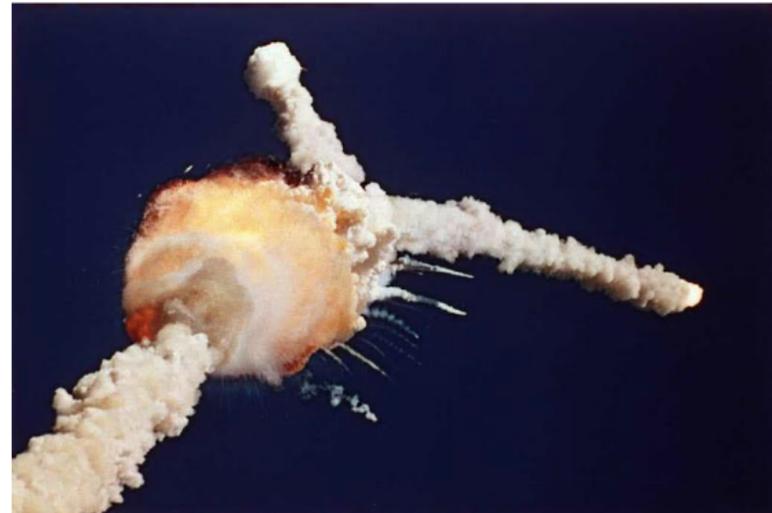
Employees can shape and must be included in the strategic management decisions:

- Organizational structures encourage employee's **ability for issue selling** and a **sense of responsibility** for the organization.
- Effectively applying the **five key principles** of issue selling to managers

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1

Employees can be a powerful force for change within the firm and shape strategy



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2 Intention for strategic issue selling depends on two factors:

The individual's interpretation of the organization

- Organizational Culture and norms
- Situational Cues
- Management Support

confidence in the ability to succeed in issue selling.

- Packaging
- Process

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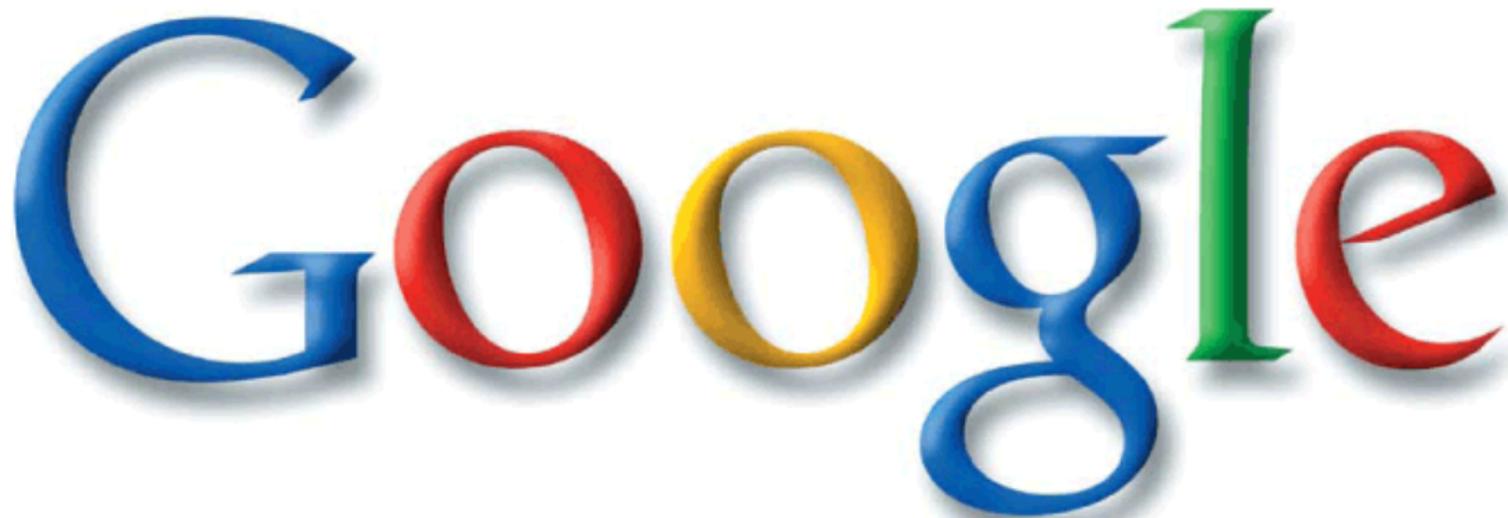

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The individual's interpretation of the organization

- Organizational Culture and norms
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The Google logo is displayed in its characteristic multi-colored font. The letters are 'G' (blue), 'O' (red), 'O' (yellow), 'g' (blue), 'l' (green), and 'e' (red). Each letter has a slight 3D effect with a shadow underneath.

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confidence in the ability to succeed in issue
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FedEx®
Express

3 The centerpiece of building a case for change is the five key elements of an effective sales pitch.

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Conclusion/Comments



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