



Gerencia estratégica: herramienta para la toma de decisiones en las organizaciones [

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Analítica

The strategic management in the organizations is of great importance, as it is who defines the direction of the business in the immediate future; In this sense, the actions that outline such direction must be aligned with the thinking of those who are in charge of the business. The objective of this work is to analyze strategic management in organizations as a tool for decision making and respond to the demands of the competitive environment. It is assumed for the purposes of the research developed, a position framed in qualitative methodology, with a documentary approach, laying the foundations for a more far-reaching investigation. Specialized documents are reviewed in order to carry out an initial theoretical dissertation, such as Thompson and Strickland (2004), David (2003); Chiavenato (2011), among others. The results indicate that the specialized literature in the area is diverse and throw essential elements for the construction of strategic thinking, the latter characterized by the development of critical processes in the mind of the strategist that help to improve the capacities of organizations, in order to formulate and deploy strategies with greater effectiveness. Strategic thinking does not concentrate only on the elaboration of plans, it goes further, allowing to change mental models of decision-makers in organizations

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