

OPERATIONAL V/S STRATEGIC DECISIONS

BASIS	OPERATIONAL / PROGRAMED DECISIONS	STRATEGIC / NON- PROGRAMED DECISIONS
1. MEANING	Repetitive decision that can be handled by a routine approach.	Decisions are unique and non-recurring
2. SIMPLE V/S DIFFICULT	Decision- making is relatively simple and tends to rely heavily on previous solutions.	Decision-making is relatively difficult and is different from the previous organisational decisions.
3. HORIZON	Considers short-term horizon and feedback is important.	Considers long-term horizon.

Social Choice And Strategic Decisions

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Table of Contents Social Choice And Strategic Decisions

1. Understanding the eBook Social Choice And Strategic Decisions
 - The Rise of Digital Reading Social Choice And Strategic Decisions
 - Advantages of eBooks Over Traditional Books
2. Identifying Social Choice And Strategic Decisions
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Social Choice And Strategic Decisions
 - User-Friendly Interface
4. Exploring eBook Recommendations from Social Choice And Strategic Decisions
 - Personalized Recommendations

- Social Choice And Strategic Decisions User Reviews and Ratings
- Social Choice And Strategic Decisions and Bestseller Lists
- 5. Accessing Social Choice And Strategic Decisions Free and Paid eBooks
 - Social Choice And Strategic Decisions Public Domain eBooks
 - Social Choice And Strategic Decisions eBook Subscription Services
 - Social Choice And Strategic Decisions Budget-Friendly Options
- 6. Navigating Social Choice And Strategic Decisions eBook Formats
 - ePub, PDF, MOBI, and More
 - Social Choice And Strategic Decisions Compatibility with Devices
 - Social Choice And Strategic Decisions Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Social Choice And Strategic Decisions
 - Highlighting and Note-Taking Social Choice And Strategic Decisions
 - Interactive Elements Social Choice And Strategic Decisions
- 8. Staying Engaged with Social Choice And Strategic Decisions
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Social Choice And Strategic Decisions
- 9. Balancing eBooks and Physical Books Social Choice And Strategic Decisions
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Social Choice And Strategic Decisions
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Social Choice And Strategic Decisions
 - Setting Reading Goals Social Choice And Strategic Decisions
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Social Choice And Strategic Decisions
 - Fact-Checking eBook Content of Social Choice And Strategic Decisions

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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