

Organization of the System of Strategic Audit in Companies of Real Sector of Economics

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Abstract: Effective company management requires from company leaders strategic thinking and the ability to work out strategy. In conditions of tough competition for long-term successful survival the company management should apply not only widely used tools of financial analysis but be able to think and act pro-actively as well as regularly do strategic (quality) audit of external and internal company environment. That's why the given paper pays a great attention to practical aspect of strategic audit and its methodology.