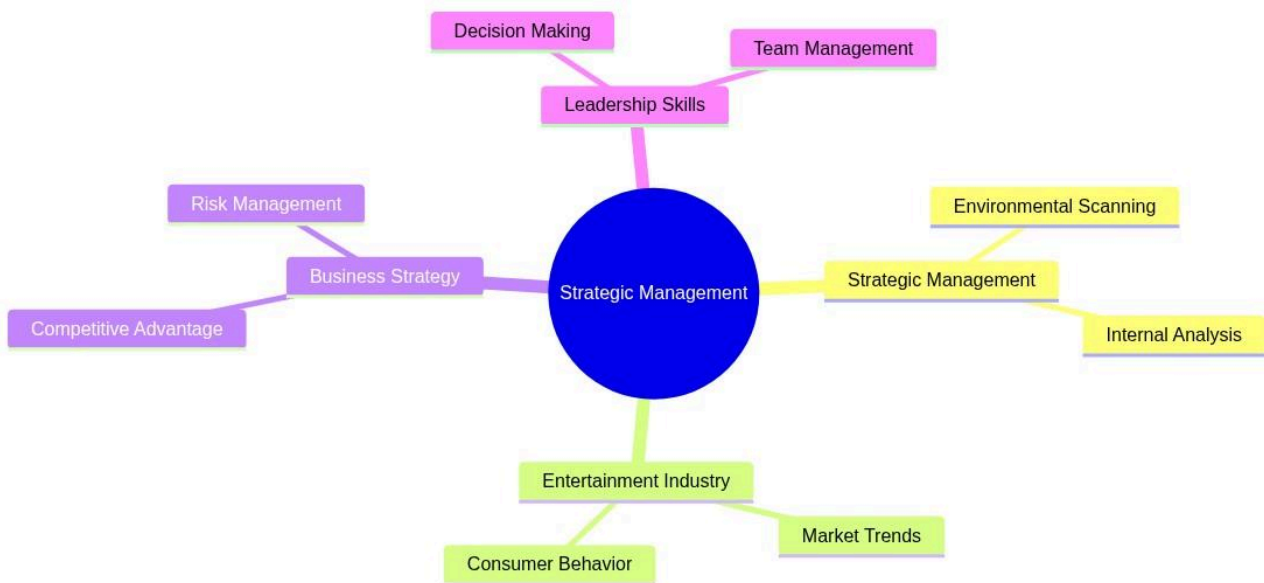


Professional Certificate in Entertainment Industry Management

# Strategic Management



mindmap

```

root((Strategic Management))
  Strategic Management
    Environmental Scanning
    Internal Analysis
  Entertainment Industry
    Market Trends
    Consumer Behavior
  Business Strategy
    Competitive Advantage
    Risk Management
  Leadership Skills
    Decision Making
    Team Management
  
```