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In a global environment it is important that business strategies are designed keeping in mind the social and cultural differences that vary from country to country. Consumer religion, language, lifestyle patterns are all important information for successful business management.

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#### **Business environment and strategic management**

How Global Changes Can Affect the Business Environment. ... A megatrend is a change on a global scale that is often verified with factual data. In the past few years PwC has noticed that its clients are identifying and changing their strategies because of these megatrends. This article explains each of the five megatrends identified and then ...