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INTRODUCTION

The beginning of the new century is characterized by permanent changes. They are connected not only with internal part of organizations but, in particular, with their environment. Legitimacy of the thesis that environment of current organizations is variable, discontinuous and turbulent is undeniable. This unequivocally affects operation of enterprises: in order to remain a market player, changes in the environment and the methods of adaptation of organizations to these changes must be considered in the prepared strategies. Conventional strategies used successfully up to the present day, which were long a canon of managerial activities, do not match contemporary organizational reality. Strategic thinking and strategic management aim at coordination and integration of activities from different functional areas in enterprises in order to achieve business goals.

The contents of this monograph feature several mainstreams which provide the framework for the papers on the selected problems of strategic management, which might contribute substantially to scientific enrichment of the discourse on these very important issues.

Within the first mainstream, the authors presented multidimensional aspects of enterprise management. It covers the issues connected with the existence of a new type of inter-organizational ties formed by competition. This part of considerations deals with essential and very topical problems connected with social responsibility of enterprises. In this aspect, the concept of environmental management was also discussed.

The second mainstream of considerations oscillates between development strategies in enterprises, focusing on assessment of the strategies in theoretical and practical aspects. It also demonstrates logistics aspects of enterprises, assessment of realization of development goals and presents financial strategies in enterprises in the context of strategic management.

Another mainstream of the studies focuses on the problems of competitiveness of enterprises under current conditions and economic reality. The role of control and audits in verification of aptness of economic decisions in terms of current and future operation of enterprises was also explained.

The monograph is closed by considerations devoted to characterization of fundamental concepts, methods and techniques used in strategic analysis of enterprises. The opportunities to utilize internal resources in modern enterprises were presented with the example of clothing industry. The problems of SWOT analysis, reengineering and mergers and acquisitions in strategic management in enterprises were also exposed.

Providing focus for the abovementioned aspects of strategic management by the authors of each chapter can be found to be of essential importance. Their scientific output constitutes significant contribution to a more comprehensive recognition of phenomena, processes and instruments for operation of enterprises under a variety of conditions for implementation of strategies.

Dejan Erić, Helena Kościelniak, Paweł Nowodziński