

THE STRATEGIC MOVES OF SUCCEEDING COMPANIES IN BULGARIA MIDST THE WORLD FINANCIAL AND ECONOMIC CRISIS

Kiril Dimitrov

(a scientific article)

Abstract.

The current article is aimed at surveying the strategic moves of high performing local industrial organizations that officially shared some aspects of their business achievements with local communities, participating in the surveys of leading periodicals in Bulgaria. It reveals that business success is possible even in the economic industries most affected by the World financial and economic crisis.

Keywords: company strategy, business strategy, industrial organizations, crisis management, strategic management.

JEL classification: L100, L190, L200, L210.

Full-text available at:

http://vsim-journal.info/static_cont/vsim_e-journal_vol_04-2011-1_screen.pdf

Cite it this way:

1. Dimitrov, K., (2011) "The strategic moves of succeeding companies in Bulgaria midst the world financial and economic crisis", an article in a magazine "VANGUARD SCIENTIFIC INSTRUMENTS IN MANAGEMENT" journal, Volume 1(4), pp.143-160, ISSN 1314-0582, available at: http://vsim-journal.info/static_cont/vsim_e-journal_vol_04-2011-1_screen.pdf