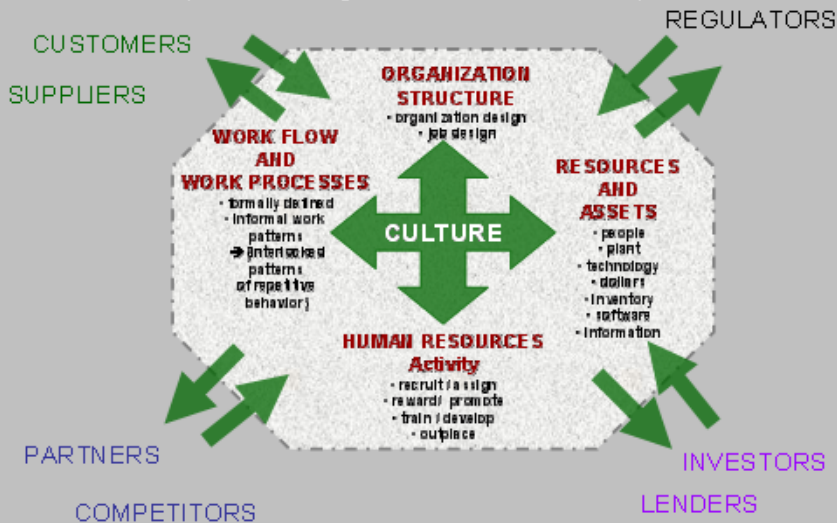


ENVIRONMENT (consists of organizations and individuals)



Management's job is to ensure that the enterprise responds in a "balancing" manner to the needs and demands of all of the players in the Environment

When Management has to, or chooses to, to give priority to one of the players in the environment (e.g. investors or regulators or employees – who supply talent), it is more difficult to preserve the longer term vitality of the enterprise