



## **Pestle Analysis: Prepare the best strategies in advance**

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# Pestle Analysis: Prepare the best strategies in advance

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*In 50 minutes you will be able to:*

- \* Understand the uses of the Pestle analysis and how it can be useful for your business
- \* Categorize the macroeconomic variables of your business into the six different sections of the Pestle analysis: Political, Economic, Socio-cultural, Technological, Legal and Environmental.
- \* Analyze your findings and use the information to construct possible future scenarios and plan the best action to take in advance

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