Essay on strategic management. Paper details: Write an essay in strategic management. First chapter (concept, theories and Elements) choose 6 frameworks from the list of strategic management frameworks and allocate 270 words to discuss their strengths and and weaknesses (1600 words). Frameworks (Pestel, Porter's 5 forces, Swot Analysis, Tows Matrix, Balance scorecard, Strategy map, Bowman's strategic clock, Ansoff matrix, BCG matrix, Porter Value Chain, Mendelow's matrix, VRIO Analysis). Second Chapter (Case Study) For the case study I have choosen two companies one for private sector (McDonald's) And a public sector company (NHS) that you need to develop 3 frameworks for each company and point out 2 enablers of the strategy and one barrier. allocate 35% percent of the word count to this chapter (Remember to discuss what makes both companies either successful or not). Allocate 25% of the word count to discuss whether you agree with the given hypothesis or not. Hypothesis: “In order to sustain a competitive advantage and/or deliver value for money, both the private and publicsectors must rigorously adhere to the traditionally accepted concepts, theories and elements of StrategicManagement (i.e. Strategy Formulation & Strategic Implementation) ”. Hint: You should disagree with the hypothesis because it says that you should not follow an emergent strategy.