[Type text] PEST EXTERNAL ENVIRONMENT ANALYSIS



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Political (stability, bureaucracy, regulations – social, tax, trade, env)	Social (wealth, education, infrastructure, attitudes, life-style)
Economic (strength, outlook, infrastructure, geography, industries)	Technical (infrastructure, current, emerging, trends, adaptation, R&D)
Economic (strength, outlook, infrastructure, geography, industries)	Technical (infrastructure, current, emerging, trends, adaptation, R&D)
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