

**STRATEGIA MANAGERIALĂ . INOVAȚIA ȘI LOGISTICA /  
THE MANAGEMENT STRATEGY. INNOVATION AND  
LOGISTICS**

Lect. dr. Laura POPA  
Universitatea “Spiru Haret”,  
Facultatea de Management, Brașov

*Abstract*

*The creation, orientation and combination of the resources are dynamic processes which characterize the management strategy oriented towards innovation. The manager must be conscious of his responsibility and to clarify the line of his possible actions in relation with the environment, his aims and resources. The manager creates conditions for the efficient use for human, material and financial resources, which implies besides much and diverse knowledge also a whole series of qualities and abilities.*

*Keywords:* management strategy, innovation, logistics, offensive strategy, strategy of product diversifying.