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[*Cost Management A Strategic Emphasis*](#)

PEST Analysis. A scan of the external macro-environment in which the firm operates can be expressed in terms of the following factors: Political; Economic; Social; Technological; The acronym PEST (or sometimes rearranged as "STEP") is used to describe a framework for the analysis of these macroenvironmental factors. A PEST analysis fits into an overall environmental scan as shown in the ...