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page summary. each one alone. Answer preview. Chapter One Summary. In the analysis of this chapter, there are eleven parts that the authors have used in describing the nature of strategic management. The first part is the showcasing of exemplary

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companies in the Fortune 500 list, such as Apple

Incorporation, to demonstrate

strategic concepts.

Secondly, the authors have given an in-

depth definition of what strategic

management is and the whole process.

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organization, (2)
establishment of a
strategic direction,
(3) formulation of a

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implementation of
the strategy and
development of a
system of controls.

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Danielle Quintana ...

Through this three-
pronged approach,

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the book is an introductory

handbook that covers

the more salient

issues and problems

that make up the

theoretical corpus of

the management

model referred to as...

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This is a summary of
strategic

management given
by prof Elvira

Haezendonck

thought at the VUB.

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based on the slides

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strategy, Besanko et

al. Solutions of the

cases and the exam

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questions of the year
2020 are also given.

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management is
defined as the
process of evaluation,
planning, and

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designed to maintain
or improve
competitive

advantage. The
process of evaluation
is concerned with...

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7: strategy ...

A strategy directs a company into a certain relationship or “ strategic position ” within its environment. A change in the company ’ s environment forces management to pay attention to its

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Management must then evaluate the product/market combinations with which the company operates.

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and Cases. Brief

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Competitive

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Management. 1) The

goal of strategic

management is to. A)

achieve competitive

advantage. B)

maintain competitive

advantage. C)

achieve and maintain

competitive

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eliminate

competitive

advantage. E)

eliminate and abolish

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advantage. Answer:

C.

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