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Mcgraw Hill Strategic Management Quiz

Strategic management involves the consideration of effectiveness and efficiency with no recognition of the trade-offs between the two. A) True: B) False: 4: A good manager has no flexibility, when considering the original strategic plan. The intended strategy must, in all cases, be the realized strategy in order for a firm to get good results ...

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Strategic Management- Chapter 5- Quiz. STUDY. Flashcards. Learn. Write. Spell. Test. PLAY. Match. Gravity. Created by. driver1991. Terms in this set (10) ____ is created when a customer is willing to pay more for a good or service than it costs the firm to produce it. A) Economic value B) Product value

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The top management will create a strategy that is based on hard data alone, rather than an inspiring vision. 109.Top-down strategic planning as an approach to the strategic management process will be most effective when the A. environment is constantly changing.

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