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In the business world, the term "strategic management process"

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refers to any strategy which an organization uses to define itself; a strategy whereby managers within a company will choose from a number of different possible ways for that company to be run, picking the best one possible given the circumstances so that the organization can achieve the best performance available. What can you ...

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44. Effective strategic planning processes are intangible resources. True False 45. Company reputation with customers, suppliers and other stakeholders is an intangible resource. True False 46. Examples of organizational capabilities are outstanding customer service, excellent product development

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