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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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2-3 Chapter 2 Analyzing the External Environment of the Firm: Creating Competitive Advantages

Summary/Objectives The purpose of this chapter is to familiarize students with techniques for evaluating a

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Chapter 2 Analyzing the External Environment of the Firm ...

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