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### Chapter 02 Analyzing the External Environment of the Firm

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### Chapter 02 Analyzing the External Environment of the Firm ...

10 When management assumptions, premises, or beliefs are incorrect or when internal inconsistencies among them render the overall theory of the business invalid, the strategy of the firm needs to be updated True False 11 Consider the example of Salemi Industries and the launch of its product, Cell Zone, in 2005 Although it

### TEST BANK FOR STRATEGIC MANAGEMENT TEXT AND CASES ...

A) in most cases, the expense of collecting the necessary data exceeds the benefit B) the retrospective nature of forecasting provides little information about the future C) it can create legal problems for the firm if regulators discover the company is making forecasts

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### **Strategic Management Syllabus - City University of New York**

1 Explain in detail the 4 key attributes of strategic management and their application to Walmart Support your point of view with facts from the case and concepts from the textbook 2 Discuss fully the 3 key activities in the strategic management process Explain how these 3 activities would manifest themselves at Walmart

### **Strategic Management: Creating Competitive Advantages.**

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