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## Crafting And Executing Strategy The Quest For Competitive Advantage Concepts And Cases 15th Edition

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the whole notes about strategic management. which you can refer.

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Introduction and Overview 1 What is Strategy and Why is it Important 2. Charting a  
Company's Direction 3. Evaluating a Company ' s External Environment Section B: Core  
Concepts and Analytical Tools 3. Evaluating a Company's External Environment 4. Evaluating  
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