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Free Case Study Solution & Analysis | Caseforest.com. Chapter 1 What Is Strategy and Why Is It Important? CORE CONCEPTS A company's strategy consists of the competitive moves and business approaches that managers are employing to grow the business, attract and please customers, compete successfully, conduct operations, and achieve the targeted levels of organizational performance.

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Strategic management involves the formulation and implementation of the major goals and initiatives taken by a company's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization competes. Strategy is defined as "the determination of the basic long-term goals of an enterprise, and the adoption ...

Strategic management - Wikipedia

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Porter's generic strategies - Wikipedia

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