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provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such intellectual assets, entrepreneurship, innovation, knowledge management, internet strategies, crowdsourcing, environmental sustainability.

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Strategic management is defined as “consisting of the analysis, decisions, and actions an organization undertakes to create and sustain competitive advantages.”. The issue of how and why some firms outperform others in the marketplace is central

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to the study of  
strategic management.

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## **Advantages, 5ce ...**

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the analyses, decisions, and actions an org. undertakes in order to create and sustain competitive advantages. Analysis. - analysis of strategic goals (vision, mission, and strategic objectives) - along with the analysis of the internal and external environment of the org. Decisions.

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brings into focus the  
Canadian business  
landscape and the  
uniqueness of



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Canada's economic,  
political, historical, and  
social evolution.

## Competitive Advantages **Strategic Management: Creating Competitive Advantages (5th ...**

The cost leadership  
and differentiation  
strategies are not the  
only strategies used to  
gain competitive  
advantage. Innovation  
strategy is used to  
develop new or better

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products, processes or  
business models that  
grant competitive edge  
over competitors.

## Advantages

### **Competitive**

### **Advantage -**

### **Strategic**

### **Management Insight**

Strategy Formulation

(Chap 5-6) Decisions

made by firms

regarding investments,

commitments and

other aspects of

operations that create

and sustain

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competitive advantage. Strategy Implementation. Actions made by firms that carry out the formulated strategy including controls, org design and leadership.

## **Study 31 Terms | Chap 1 Strategic... Flashcards | Quizlet**

sources of sustainable competitive advantages. True False  
2. The SWOT analysis can show managers

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how to achieve a  
competitive  
advantage. True False  
3. The strengths and  
capabilities of a firm  
are enough to enable it  
to achieve a  
competitive advantage  
in the marketplace.  
True False 4.

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topics in strategic  
management as well  
as thorough coverage  
of contemporary topics  
such intellectual  
assets,  
entrepreneurship,  
innovation, knowledge  
management, internet  
strategies,  
crowdsourcing,

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environmental  
sustainability.

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and new co-author  
Gerry McNamara  
provide solid treatment

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of traditional topics in  
strategic management  
as well as thorough  
coverage of  
contemporary topics  
such intellectual  
assets,  
entrepreneurship,  
innovation, knowledge  
management, Internet  
strategies,  
crowdsourcing,  
environmental  
sustainability,  
businesses' use of  
blogs and social  
networking sites and

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such intellectual  
assets,  
entrepreneurship,  
innovation, knowledge  
management, Internet  
strategies,  
crowdsourcing,  
environmental  
sustainability,  
businesses' use of  
blogs and social  
networking sites and  
more.

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as well as thorough  
coverage of

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contemporary topics such as digital & internet strategies, innovation & corporate entrepreneurship, knowledge management, and intellectual assets.

## **Strategic Management: Creating Competitive Advantages 5th ...**

Rather than focusing on “getting the job done,” SPL is focusing

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projects on creating competitive advantage and winning in the market place. The framework includes a hierarchy of five components, which should be applied by managers during project planning and execution. They are: strategy, spirit, organization, process, and tools.

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