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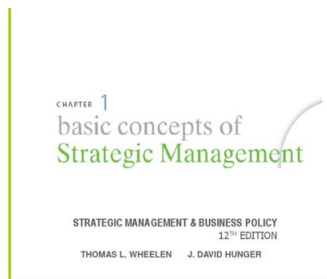


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Strategic Management Quiz Chapter 1

1.1 The Study of Strategic Management

Strategic Management: a set of managerial decisions and actions that determines the long-run performance of a corporation.

Includes:

- Internal and external environment scanning
- Strategy formulation
- Strategy implementation
- Evaluation and control