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list, such as Apple Incorporation, to demonstrate strategic concepts. Secondly, the authors have given an in-depth definition of what strategic management is and the whole process. Additionally...

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development of a system of controls.

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1) The goal of strategic management is to. A) achieve competitive advantage. B) maintain competitive advantage. C) achieve and maintain competitive advantage. D) eliminate competitive advantage. E) eliminate and abolish competitive advantage. Answer: C.

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