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Strategic Management: Text and Cases

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Strategic Management - GBV

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ch1 Student: 1. The success Apple, Inc achieved over the past decade was a direct result of the creative and forceful leadership of its late CEO, Steve Jobs. According to the text, this would be an example of the "romantic" perspective of leadership. True False 2. Strategic management consists of the analyses, decisions, and actions an organization undertakes in order to create and sustain ...

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