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Preview text STRATEGIC MANAGEMENT Chapter 1 Developing the competitive

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strategic process A strategy is a set of actions that managers take to increase their performance relative to rivals. If a strategy does result in superior performance, it is said to have competitive advantage.

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I have a case study to write for my strategic management class. The topic I picked was weight watchers the text that has a summary of weight watchers is in Dess, G., Lumpkin, G. (., Eisner, McNamara. (09/2013). Strategic Management: Text and Cases, 7th Edition. I then have to answer one of these 3 questions: 1. Assess the effectiveness of your company's leadership. 2. Discuss the basis ...

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