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Id- harsh.parekh32@gmail.com UNIT - 1 1.1 What Do We
Mean By “Strategy” Strategy consists of competitive moves
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successfully Conduct operations Achieve target levels ...

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Overview: The 18th edition of *Crafting and Executing Strategy* represents one of our most important and thoroughgoing revisions ever. The newest member of the author team, Margie Peteraf, led a thorough re-examination of every paragraph on every page of the 17th edition chapters. The overriding objectives were to inject new perspectives and the best academic thinking, strengthen linkages to the latest research findings, modify the coverage and exposition as needed to ensure squarely on-target content, and give every chapter a major facelift. While this 18th edition retains the same 12-chapter structure of the prior

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Best Selling Strategy Title. The 21st Edition continues its tradition of being a preeminently teachable text because of its mainstream content and balanced coverage of what every student needs to know about the managerial tasks of crafting and executing strategy because the presentation of the material is engaging and clearly written.

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- Craft action plans for the strategic initiatives required to meet your goals
- Keep your action plans on course despite the inevitable setbacks and surprises
- Cultivate employees' sense of ownership and accountability for your plans
- Create a group culture in which everyone views strategy as their job

This title responds head-on to the growing requests by business faculty for a concise, theory-driven strategic

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