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10. If a firm builds its strategy on a capability that cannot, by

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itself, create or sustain competitive advantage, it is wasting its time and resources. True False 11. Focusing too narrowly on current customers, technologies and competitors can lead a company to overlook periphery industry boundaries and a new set of competitive relationships.

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3. According to the strategic management model, strategic control occurs before strategy formulation. a. True \*b. False 4. An effective strategy is built on the foundation of the

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organization's comparative advantage, the mechanism whereby the organization seeks to earn a profit by selling its goods. -

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