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7) The strategic management process is a sequential set of analyses and choices that can increase the likelihood that a firm will choose a good strategy that generates competitive

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There is no one answer about what is competitive advantage or one way to measure it, and for the right reason. Nearly

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everything can be considered as competitive edge, e.g. higher profit margin, greater return on assets, valuable resource such as brand reputation or unique competence in producing jet engines.

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. Textbook: Strategic

Management, David, 15 th ed.

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It is a truism that strategic

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management is all about gaining and maintaining competitive advantage. The term can be defined to mean “anything that a firm does especially well when compared with rival firms”. Note the emphasis on comparison with rival firms as competitive

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Competitive Advantage is all about how best to best the rivals and stay competitive in the market.

~~What is Competitive Advantage in the Field of Strategic ...~~

Answer to question 1 Strategic management can be called



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strategy into action. It is about making strategy and plans to gain firms objectives and goals and have an edge over the competitors. Strategic management also includes analysis of internal and external environment and making plan

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According to the analysis.

Competitive advantage is that unique factors or feature that stands out into all.

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The correct option is\_ C. Achieve

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and maintains competitive advantage. The fundamental goal of strategic management is to help a business reach its purpose. Strategic management policy figures ...

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This book describes how a firm can gain a cost advantage or how it can differentiate itself. It describes how the choice of competitive scope, or the range

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