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Alan B. Eisner is Professor of Management and Department Chair, Management and Management Science Department, at the Lubin School of Business, Pace University. He received his PhD in management from the Stern School of Business, New York University. His primary research interests are in strategic management, technology management,...

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Strategic Management: Text and Cases

external control view of leadership. situations in which external forces - where the leader has limited influence - determine the organization's success. strategic management. the analyses, decisions, and actions an organization undertakes in order to create and sustain competitive advantages.

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44. Effective strategic planning processes are intangible resources. True False 45. Company reputation with customers, suppliers and other stakeholders is an intangible resource. True False 46. Examples of organizational capabilities are outstanding customer service, excellent product development

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external control view of leadership. situations in which external forces - where the leader has limited influence - determine the organization's success. strategic management. the analyses, decisions, and actions an organization undertakes in order to create and sustain competitive advantages.

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