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Gregory G. Dess University of Texas at Dallas G. T. Lumpkin Syracuse University Alan B. Eisner Pace University Gerry McNamara Michigan State University Strategic Management text and cases sixth edition Graw Hill Graw-Hill. Contents Preface ix pdrti Strategic Analysis ^Chapter 1 Strategic Management: Creating

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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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