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Week 1 Quiz 1:

Chapters 1 & 2 Which
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an accurate description
of the task of crafting a
company's strategy? A.

In most companies,
crafting strategy is a
team effort, involving
mangers and often key
employees at many
organization levels B.

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and executing a
company's strategy is
an ongoing, continuous
process consisting of
five interrelated
stages: developing a
strategic vision that

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charts the company's long-term direction; setting objectives for measuring the

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