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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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TEACHING TIPS FROM YOUR COLLEAGUES (1) "Explaining the concept of strategic fit" by Stephen Horner, Arkansas State University I have found that when explaining the idea of strategic fit that students sometimes have difficulty grasping this rather abstract concept.

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2-3 Chapter 2 Analyzing the External Environment of the Firm: Creating Competitive Advantages
Summary/Objectives The purpose of this chapter is to familiarize students with techniques for evaluating a

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