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MULTIPLE CHOICE 1 In HR terms, what refers to the firm s corporate image or culture? C A. environment B. customs C. branding D. tradition 2 In HR terms, what embodies the values and standards that guide peoples behavior?B A. society B. brand C. tradition D. custom

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Chapter 1: The Strategic Management Process

Answer: F MULTIPLE CHOICE QUESTIONS 10.

Strategic management includes the following: A. Establishment of strategic direction B. Implementation of strategies C. Analysis of the internal environment D. Strategic restructuring E. All of these are true Answer: E 11. Domain direction and navigation pertain ...

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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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