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strategic groups. True False 34. The same environmental trend or event may have a very different impact on different strategic groups within the same industry. True False 35. The use of the strategic groups concept is generally not helpful in charting the future directions of firms' strategies. True False 36.

### ~~Chapter 02 Analyzing the External Environment of the Firm~~

Part 1 Strategic Analysis1 Strategic Management: Creating Competitive Advantages2 Analyzing the External Environment of the Firm: Creating Competitive Advantages3 Assessing the Internal Environment of the Firm4 Recognizing a Firm's Intellectual Assets: Moving beyond a Firm's Tangible ResourcesPart 2 Strategic Formulation5 Business-Level Strategy: Creating and Sustaining Competitive Advantages6 Corporate-Level Strategy: Creating Value through Diversification7 International Strategy: 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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Defining Strategic Management 6 & Stages of Strategic Management 6 & Integrating Intuition and Analysis 7 & Adapting to Change 8 Key Terms in Strategic Management 9 Competitive Advantage 9 & Strategists 10 & Vision and Mission Statements 11 & External Opportunities and Threats 11 & Internal Strengths and Weaknesses 12 & Long-Term Objectives 13 ...

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