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craft and execute a strategy capable of moving the company in the intended direction, growing its business, and improving its financial and market performance. In this opening chapter, we define the concept of strategy and describe its many fac-

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Developing a proven business model, deciding on the company's strategic intent, and crafting a strategy C. Setting objectives, crafting a strategy, implementing and executing the chosen strategy, and deciding how much of the company's resources to employ in the pursuit of sustainable competitive advantage D.

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