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13. the static nature of the swot assessment is a positive advantage for it as an evaluation framework. true false 14. value-chain analysis assumes that the basic economic purpose of a firm is to create value and it is a useful framework for analyzing the strengths and weaknesses of the firm. true false 15.

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question whether concepts of strategy and strategic management are understood by business managers, especially the younger, the newly graduated in management. therefore, this research aims to assess the acquired knowledge of university management students relating to strategy and strategic management concepts with the purpose of answering the

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