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10. If a firm builds its strategy on a capability that cannot, by itself, create or sustain competitive advantage, it is wasting its time and resources. True False 11. Focusing too narrowly on current customers, technologies and competitors can lead a company to overlook periphery industry boundaries and a new set of competitive relationships.

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3. According to the strategic management model, strategic control occurs before strategy formulation. a. True *b. False 4. An effective strategy is built on the foundation of the organization's comparative advantage, the mechanism whereby the organization seeks to earn a profit by selling its goods. -

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