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B. Executing the strategy. C. Monitoring developments, evaluating performance, and initiating corrective adjustments. D. All of these. E. None of these. 4. Which of the following is an integral part of the managerial process of crafting and executing strategy? A. Developing a proven business model.

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Crafting and Executing Strategy remains mainstream and balanced, mirroring both the penetrating insight of academic thought (in the text) and the pragmatism of real-world strategic management (in the cases). Also, the text-book provides a definitive balance between the most popular approaches towards Strategic Management.

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