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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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Gregory G. Dess is the Andrew R. Cecil Endowed Chair in Management at the University of Texas at Dallas. His primary research interests are in strategic management, organization-environment relationships, and knowledge management.

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Gregory G. Dess University of Texas at Dallas G. T. Lumpkin Syracuse University Alan B. Eisner Pace University Gerry McNamara Michigan State University Strategic Management text and cases sixth edition Grawi Hill Graw-Hill. Contents Preface ix pdrti Strategic Analysis ^Chapter 1 Strategic Management: Creating ... Strategic Alliance Will Benefit ...

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2-3 Chapter 2 Analyzing the External Environment of the Firm: Creating Competitive Advantages Summary/Objectives The purpose of this chapter is to familiarize students with techniques for evaluating a

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