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it's typically  
considered a  
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job is to examine a***

***business firm as a  
whole and to***

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Corporate Strategy  
is the pattern of  
major objectives,  
purposes or goals  
and essential**

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*policies or plans (for achieving those goals), stated in such a way as to define what business the company is in, or is to be in, and the kind of company it is, or is to be.*

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possess sound  
knowledge of  
strategic  
management.  
Business policy and  
strategic  
management are  
highly intertwined.  
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as a Discipline The  
origins of business  
policy can be traced**

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Harvard Business  
School introduced  
an integrative  
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generally includes  
industry analysis  
and competitive  
strategy with a  
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9 VISION (concept)  
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*that guides the enterprise in realizing its goal. On the other hand, policy refers to a set of rules made by the organisation for rational decision making.*

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to use both for the  
benefit of the firm.***

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***which organizational***

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