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Answer: FALSE Diff: 1 LO: 2.1: Describe the nature and role of vision statements in strategic management. AACSB: Written and oral communication 9) The foundation for development of a comprehensive ...

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Test Bank for Strategic Management and Competitive Advantage 6th Edition by Barney Full file at <https://TestbankDirect.eu/> Full file at <https://TestbankDirect.eu/>. 9. Copyright © 2019 Pearson Education, Inc. 38) Business level strategies are actions firms take to gain competitive advantages by operating in multiple markets or industries simultaneously.

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