



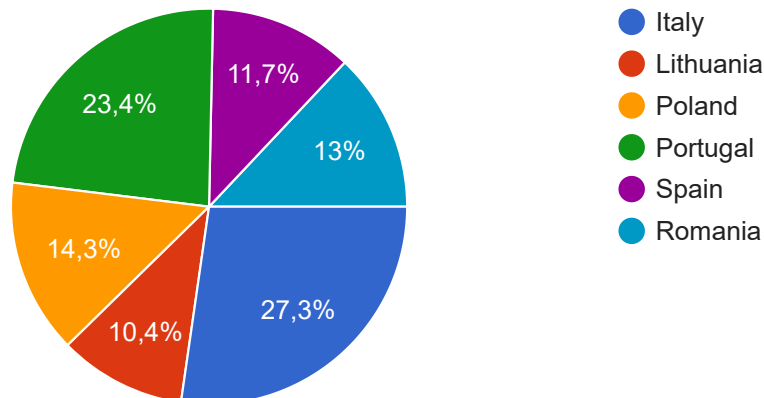
CRETNET activity - QUIZ: The role of strategy in business

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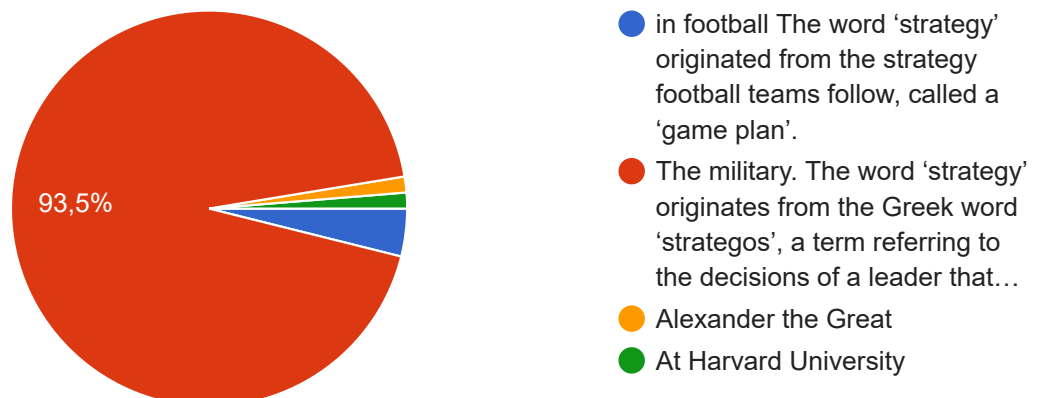
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Where was the term „strategy” used originally?



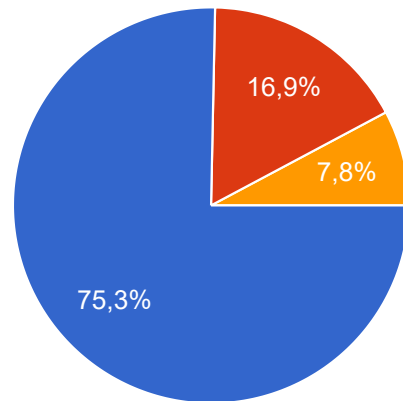
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What are the elements that companies use to have a successful business strategy?



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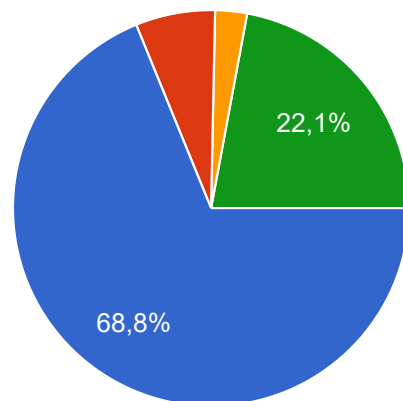


- simple, consistent, long-term goals, good analysis of the competitive environment, objectively and competitively...
- simple, consistent, short-term goals, good analysis of the business environment, objectively and competitively...
- simple, consistent, long-term goals, good analysis of the competitive environment, obje...

Analysing Zara and Kodak strategies, what is the most critical element in creating a business strategy?



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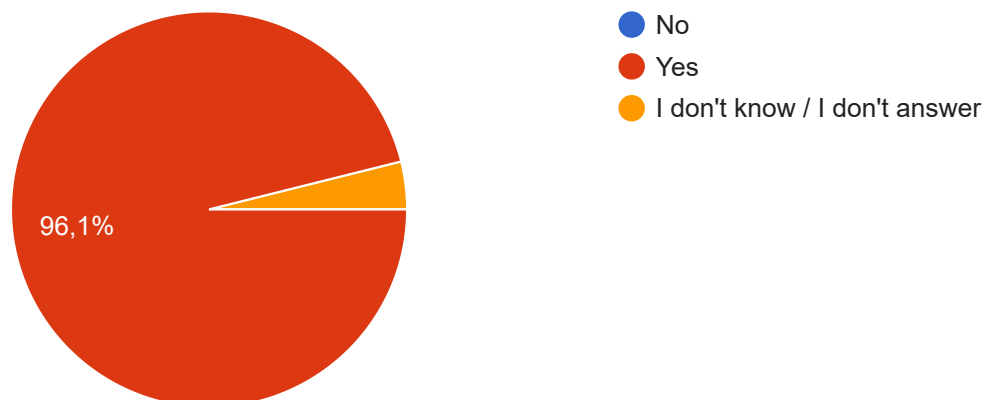


- Knowing and understanding your customer.
- Reading lots of business reports.
- Pitching to investors.
- Analysing the competition.

A business strategy creates a vision and direction for the whole organization.



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