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crafting a strategy in order to achieve the vision and objective of the company, executing and implementing the strategy in the organization and monitoring developments, evaluating performances and making corrective adjustments.

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VIII. Why are Crafting and Executing Strategy Important? 1.

Crafting and executing strategy are top priority managerial tasks for one very big reason: High-achieving enterprises are nearly

always the product of astute, creative, and proactive strategy

making. 2. Good Strategy + Good Strategy Execution = Good

Management a. Crafting and executing strategy are core

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