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of an organisation. they result in better organisational performance.

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Answers b and c. The success of Japanese Total Quality Management:
@Pages and References: Pages 140- a. Shows that it is possible to pursue Cost Leadership and Differentiation strategies simultaneously *b. Refutes the perceived trade-off between low cost products and high quality products c. Has made Porter's analysis outdated d. Answers b and c

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IN STRATEGIC MANAGEMENT OF NOKIA
The concept of strategic management is refers to (1) Strategy Formulation, (2) Strategy Implementation and (3) Strategy Evaluation. The limitation of discussion now is discussed only on strategic formulation: Nokia's vision of the future, mission, goals, and strategies. II.1. VISION OF NOKIA

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