

Michael Porter

[ENT411] Centralized Model is most often used by companies with less than 200 employees that have at least some extent an hierarchical organizations

[ENT411] China is PepsiCo's second-largest beverage market by volume, behind the United States

[ENT411] French hypermarket chain Carrefour opened 28 stores in China in 2009

[ENT411] In 2009 Delta Air Lines began serving 15 new international destinations as part of a strategy to reposition Atlanta-based carrier to derive more traffic from international routes

[ENT411] Sun Tzu in his book,

[ENT411] Pepsi has 41 percentage share in the potato chip market in China

[ENT411] The term Lateral Thinking was invented by Dr. Edward de Bono in 1967

[ENT411] In going to court, if one has a 50/50 chance of winning, he/she may be better to negotiate rather than take the risk of losing as a result of a judicial decision

[ENT411] Measurement Is the last part of Strategic Thinking

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