

10/10

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

50/50

French hypermarket chain Carrefour opened 28 stores in China in 2009

28

According to Michael Porter, diversification is on the retreat, "Management found it could not manage the beast."

Michael Porter

Pepsi has 41 percentage share in the potato chip market in China

41

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

1967

Sun Tzu in his book, "The Art of War" defines the peak efficiency of knowledge and strategy as being, to make conflict altogether unnecessary to overcome other's armies without fighting

Sun Tzu

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

200

Measurement Is the last part of Strategic Thinking

Measurement

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

2009

China is Pepsi's second-largest beverage market by volume, behind the United States

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