

Group solving problem approach does not have \_\_\_\_\_ as an advantage  
Competition

A good \_\_\_\_\_ goes hand in hand with good communication for an effective negotiation  
Personality

Strategic thinking as described by Dr. Jeanne M. Liedtka has \_\_\_\_\_ elements  
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The market in which vendors offer goods and services specific to an industry, trade, profession, or other group of customers with specialized needs is known as \_\_\_\_\_ market  
Vertical

\_\_\_\_\_ is a technique of discussing issues among one selves and reaching to a conclusion benefiting all involved in the discussion.  
Negotiation

One of the ways you can used to improve a product or service is the technique of \_\_\_\_\_  
Reverse Brainstorming

If you adopt he traditional approach to completing SWOT you have to produce a blank grid of \_\_\_\_\_ columns  
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The strategy that seeks to increase market share for present products or services in the market through greater marketing efforts is \_\_\_\_\_  
Market penetration

Factors that influnee ideation session does not include \_\_\_\_\_  
Strategy

\_\_\_\_\_ is not included in the internal analysis of a business environment  
Competitors