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1 TEST QUESTIONS STRATEGIC HUMAN RESOURCE MANAGEMENT : AN OVERVIEW MULTIPLE CHOICE 1 In HR terms, what refers to the firm s corporate image or culture? C A. environment B. customs C. branding D. tradition 2 In HR terms, what embodies the values and standards that guide peoples behavior?B A. society B. brand C. tradition D. customMULTIPLE CHOICE

QUESTIONS CHAPTER 1: Strategic Human ...1-1 Chapter 1 Strategic Management and Strategic Competitiveness LEARNING OBJECTIVES 1. Define strategic competitiveness, strategy, competitive advantage, above-average returns, and the strategic management process. 2. Describe the competitive landscape and explain how globalization and technological changes

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Module Syllabus	Make profits for ...Chapter 1	Chapter 1 Strategic management
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