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D. Developing a profitable business model  
E. Executing the chosen strategy efficiently and effectively  
The

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process of crafting and executing a company's strategy is an ongoing, continuous process consisting of five interrelated

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Chapter 9: Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy

Morals are principles of right or wrong

Ethics is the application of moral principles to action or behaviors

Business ethics deals with the application of general ethical principles to the actions and decisions of businesses and the conduct of their

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job for a company's whole management team—not just a few senior managers.

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Crafting and executing strategy are core management functions. How well a company performs and the degree of market success it enjoys are directly attributable to the caliber of its strategy

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and the proficiency with which the strategy is executed.

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