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Section A: Concepts and Techniques for Crafting and Executing Strategy Section A: Introduction and Overview 1 What is Strategy and Why is it Important 2. Charting a Company's Direction 3. Evaluating a Company's External Environment Section B: Core Concepts and Analytical Tools 3. Evaluating a Company's External Environment 4. Evaluating a Company's Resources, Capabilities, and Competitiveness

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VIII. Why are Crafting and Executing Strategy Important? 1. Crafting and executing strategy are top priority managerial tasks for one very big reason: High-achieving enterprises are nearly always the product of astute, creative, and proactive strategy making. 2. Good Strategy + Good Strategy Execution = Good Management a. Crafting and executing strategy are core management functions. b.

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