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Rationality implies that individuals know the strategies available to each individual, have complete and consistent preferences over possible outcomes, and they are aware of those preferences. Furthermore, they can determine the best strategy for themselves and i-,awlessly implement it.

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strategic management efforts. Their input, advice, and lessons learned, both successes and failures, have been incorporated into this document so that we may all apply better strategic management processes in our organizations. Special thanks is extended to those who participated in the Case Studies by sharing the details of their strategies ...

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