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Fred R. David, Ph.D. is an internationally recognized strategic planning scholar, author, and consultant. He received a BS and MBA degree from Wake Forest University and a Ph.D. in strategic management from the University of South Carolina.

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Answer: FALSE Diff: 1 LO: 2.1: Describe the nature and role of vision statements in strategic management. AACSB: Written and oral communication 9) The foundation for development of a comprehensive ...

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