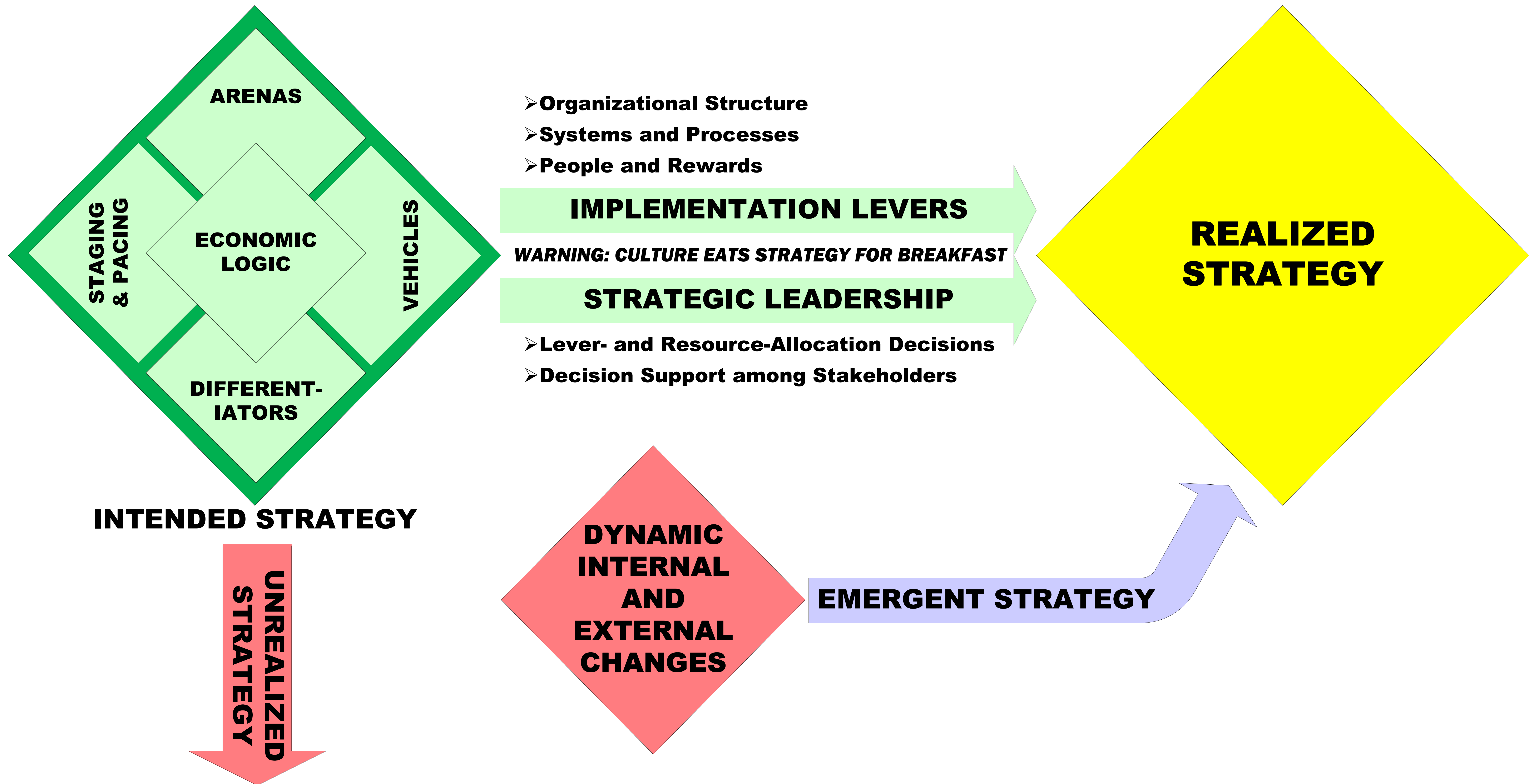


KEY STRATEGY IMPLEMENTATION FACTORS



SECONDARY ADAPTION SOURCE: Carpenter, Mason A. and Sanders, William Gerard. *Strategic Management: a Dynamic Perspective Concepts and Cases, Second Edition.* Upper Saddle River: Pearson Prentice Hall, 2009.

PRIMARY ADAPTION SOURCE: Mintzberg, Henry. "The Strategy Concept I: Five Ps For Strategy." *California Management Review* 30.1 (Fall 1987): 11-24.

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