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A) in most cases, the expense of collecting the necessary data exceeds the benefit. B) the retrospective nature of forecasting provides little information about the future. C) it can create legal problems for the firm if regulators discover the company is making forecasts.

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44. Effective strategic planning processes are intangible resources. True False 45. Company reputation with customers, suppliers and other stakeholders is an intangible resource. True False 46. Examples of organizational capabilities are outstanding customer service, excellent product development

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