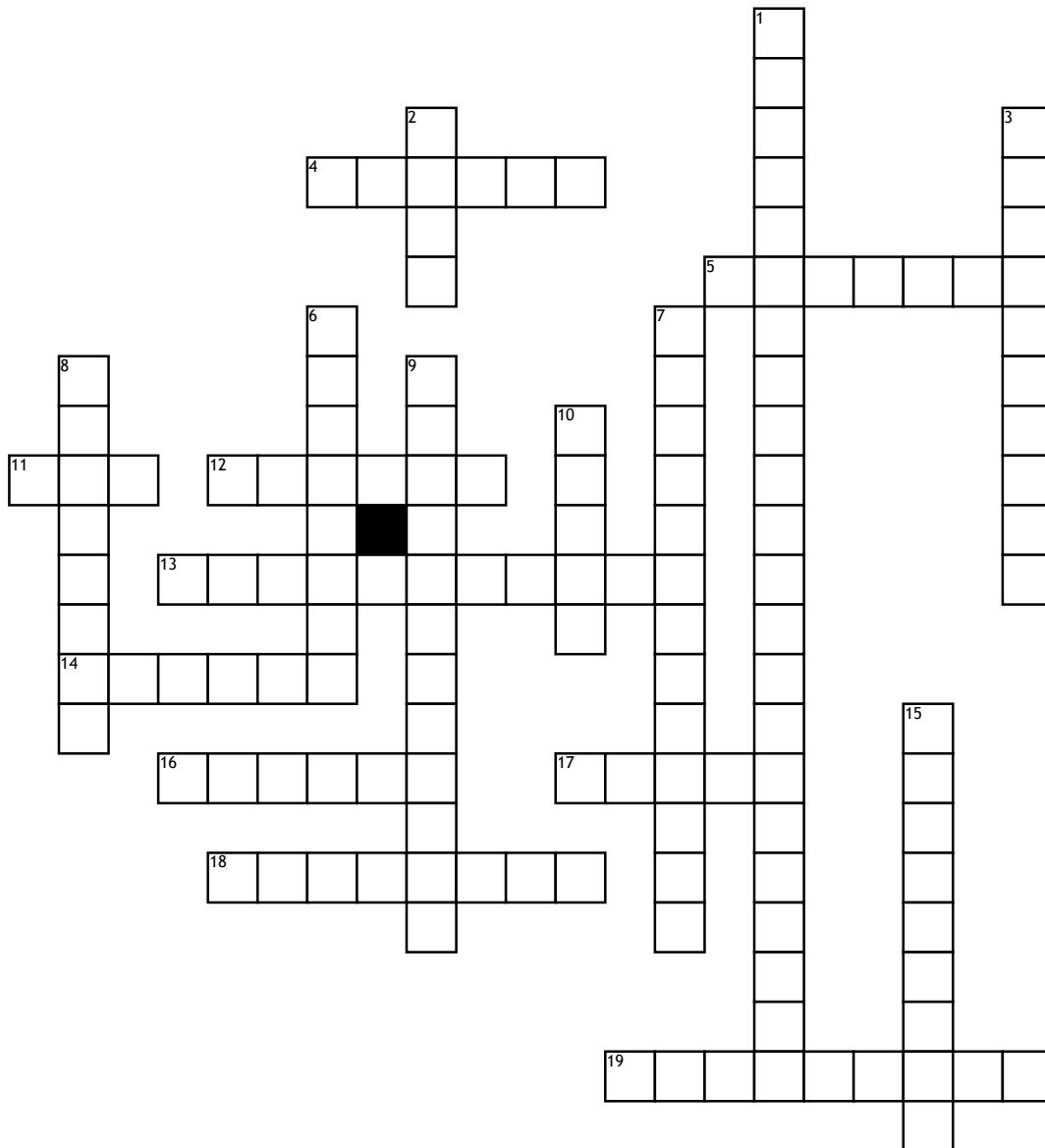


Name: _____

Date: _____

BST revision - please note there are no spaces when an answer is multiple words!



Across

- 4. 6 factors of macro environment
- 5. Cost leadership and differentiation are _____ strategies
- 11. Difference between objective and expected performance
- 12. If a business is "stuck in the middle" of generic strategies it is...
- 13. Ethical threat due to close relationship with client

- 14. Brand positioning: high price, low quality
- 16. Change management: Scope, Pace, ?
- 17. Knowledge gained through experience and not recorded
- 18. Product lifecycle failure stage
- 19. Way to rapidly expand your business without significant capital investment

Down

- 1. Bowman: high price, high value
- 2. Ashridge College model of mission
- 3. Method of recording transactions that cannot be edited
- 6. Big data - speed of collection
- 7. Product pricing in line with market benchmark is called
- 8. Model for "the flexible firm"
- 9. High interest, low power
- 10. Type of factor condition
- 15. Demand that does not change regardless of price, is