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: On Competition
: Michael E. Porter
: 1998

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: 2001 2

- , ,
- Competitive Strategy(1980), Competitive Advantage(1985),
The Competitive Advantage of Nations(1990)

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(Michael Porter) -

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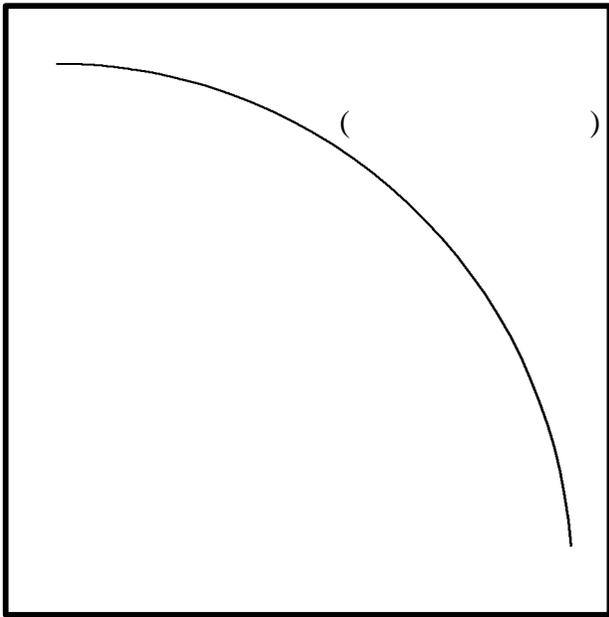
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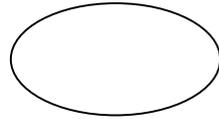
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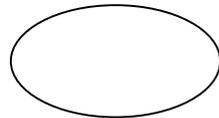
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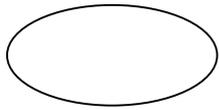
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(, Jiffy Lube :)

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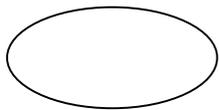
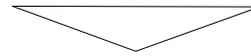
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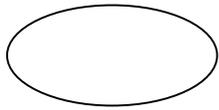


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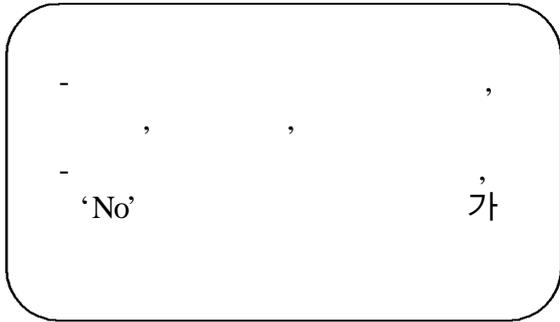
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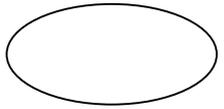
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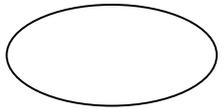
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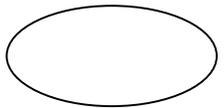
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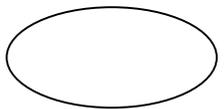
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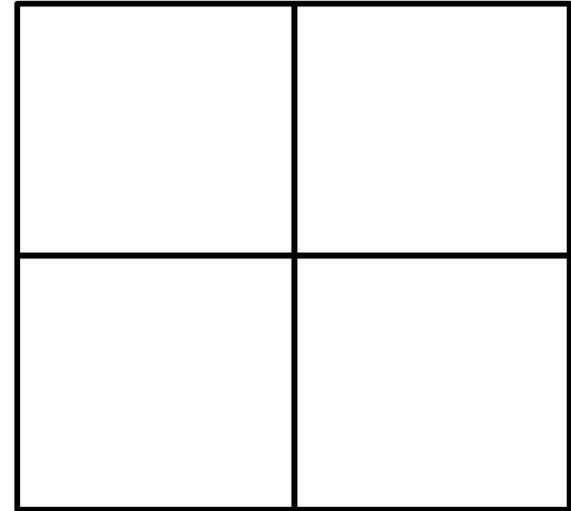
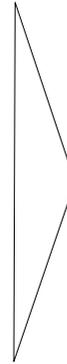
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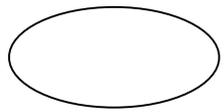
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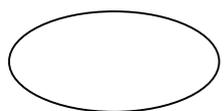
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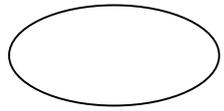


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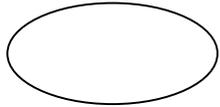
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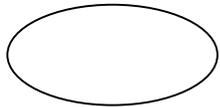
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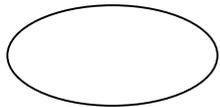
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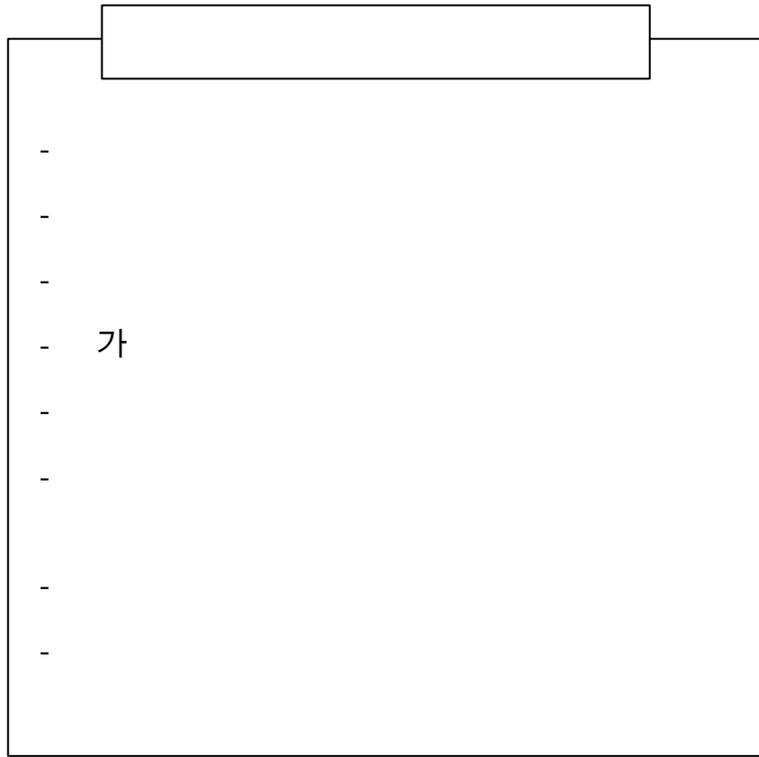
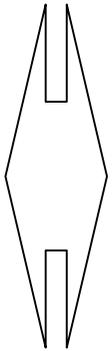
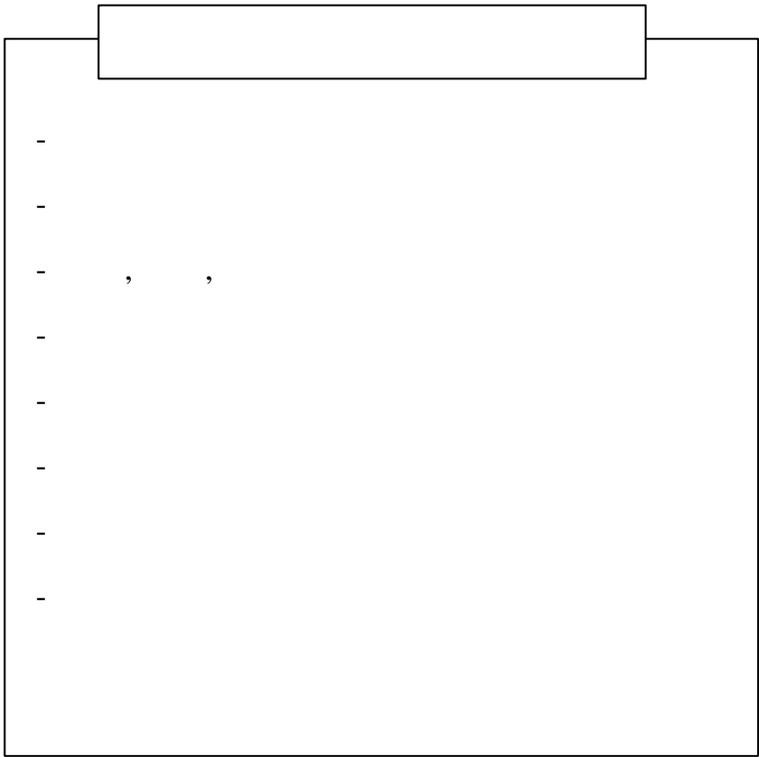
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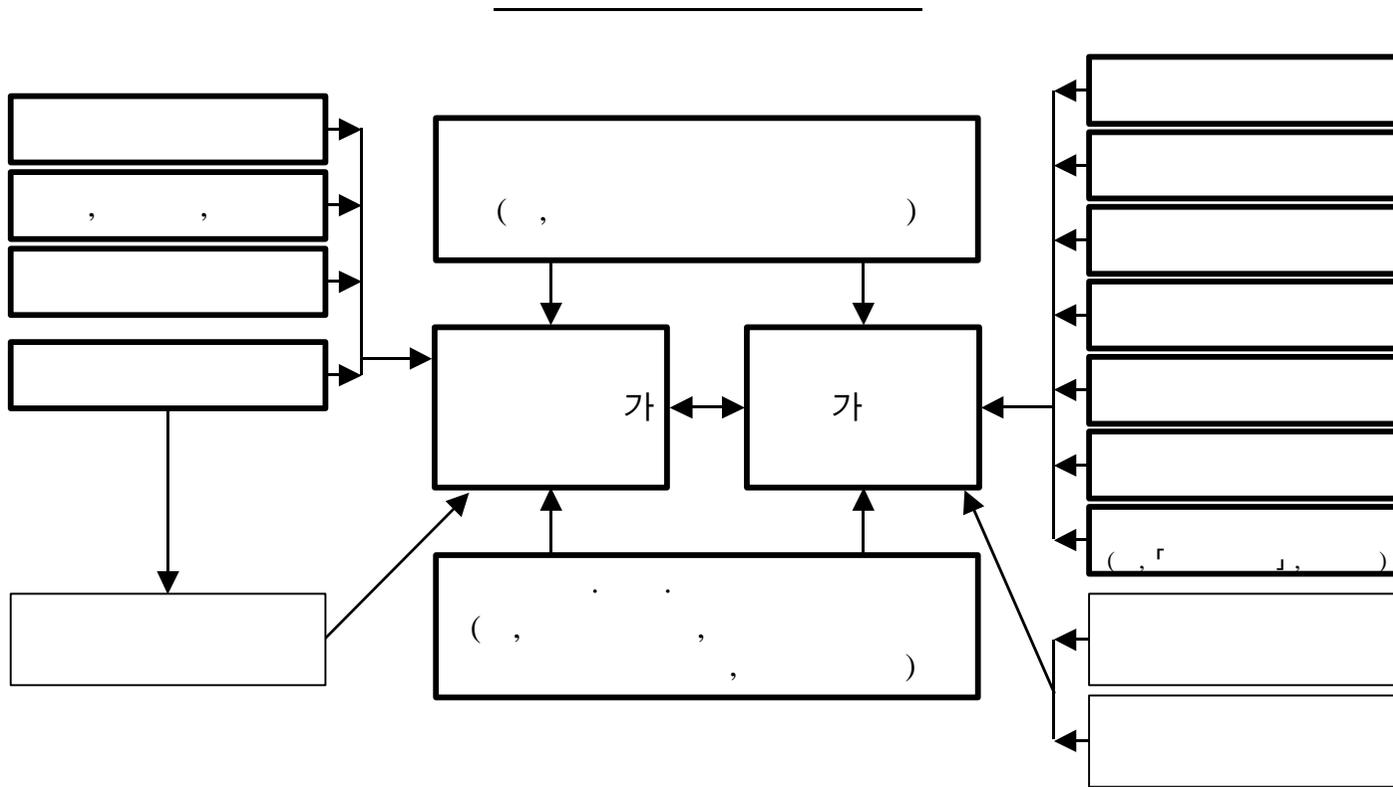
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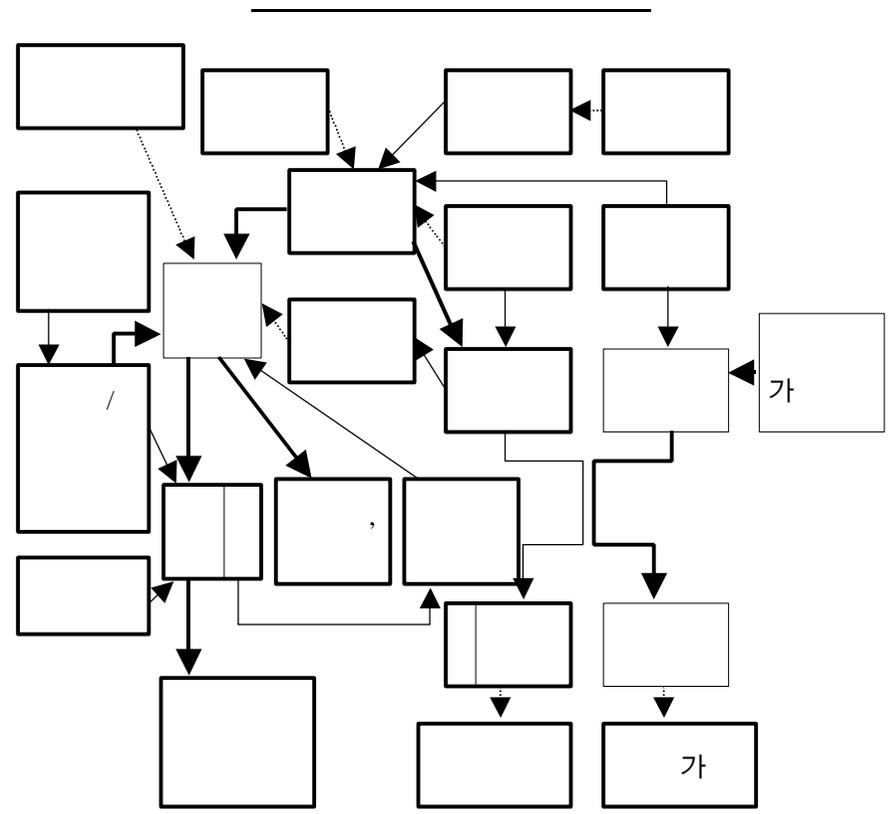
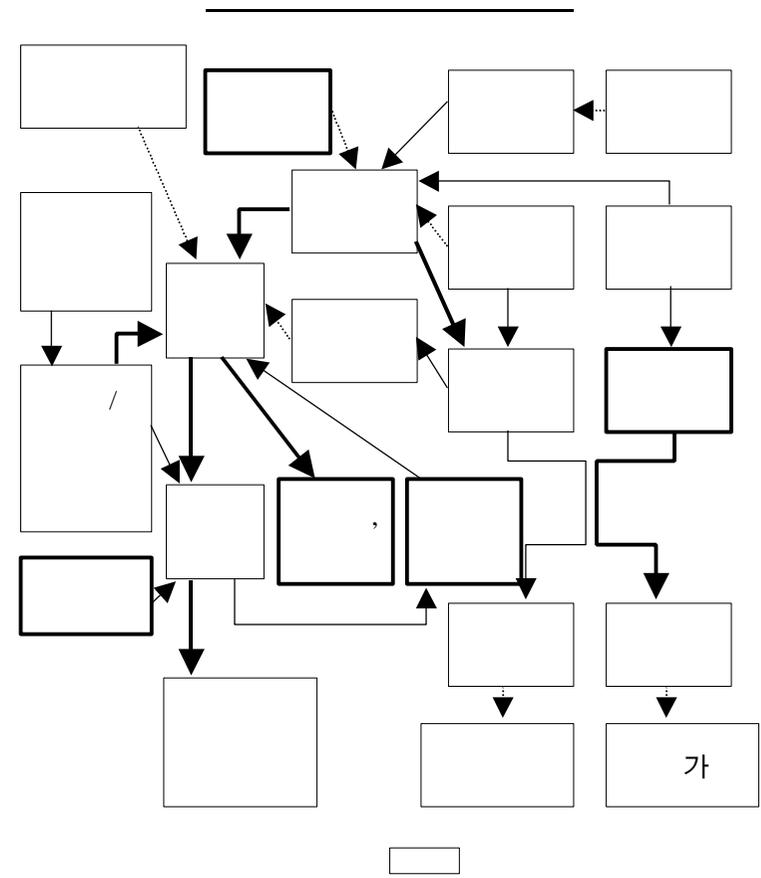
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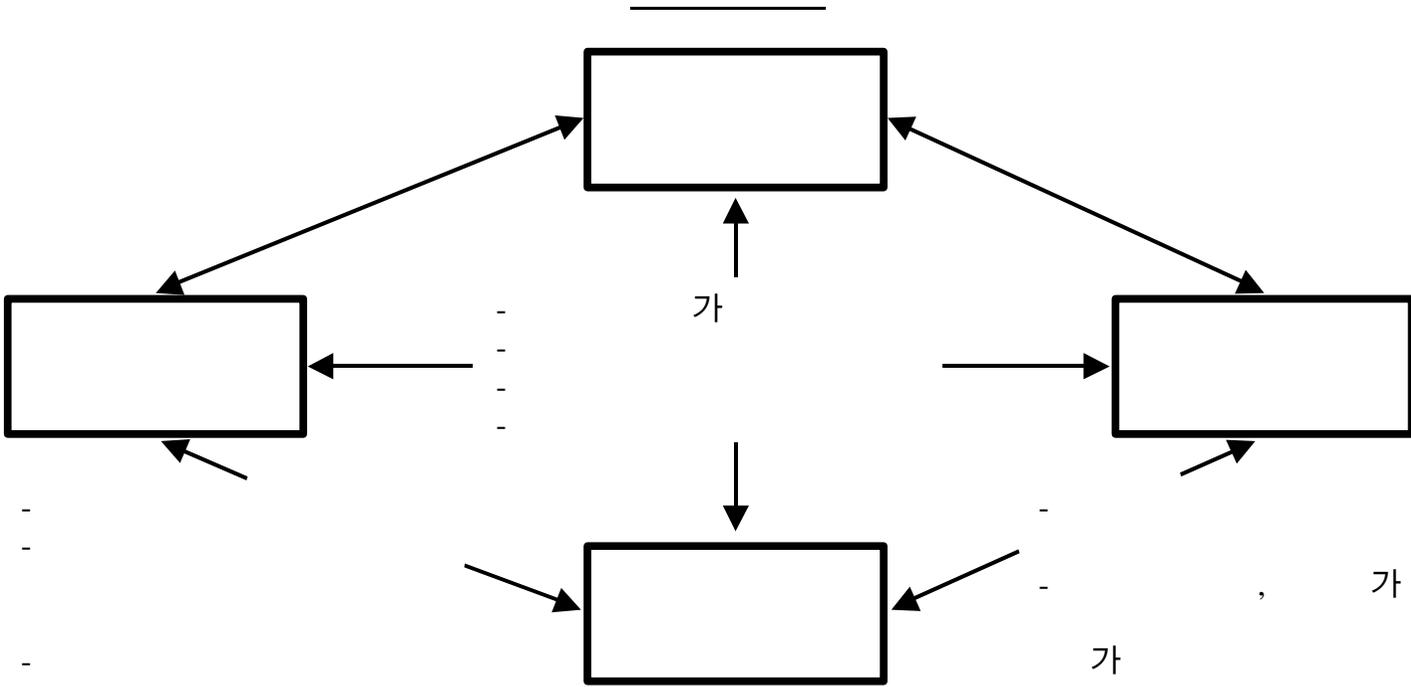
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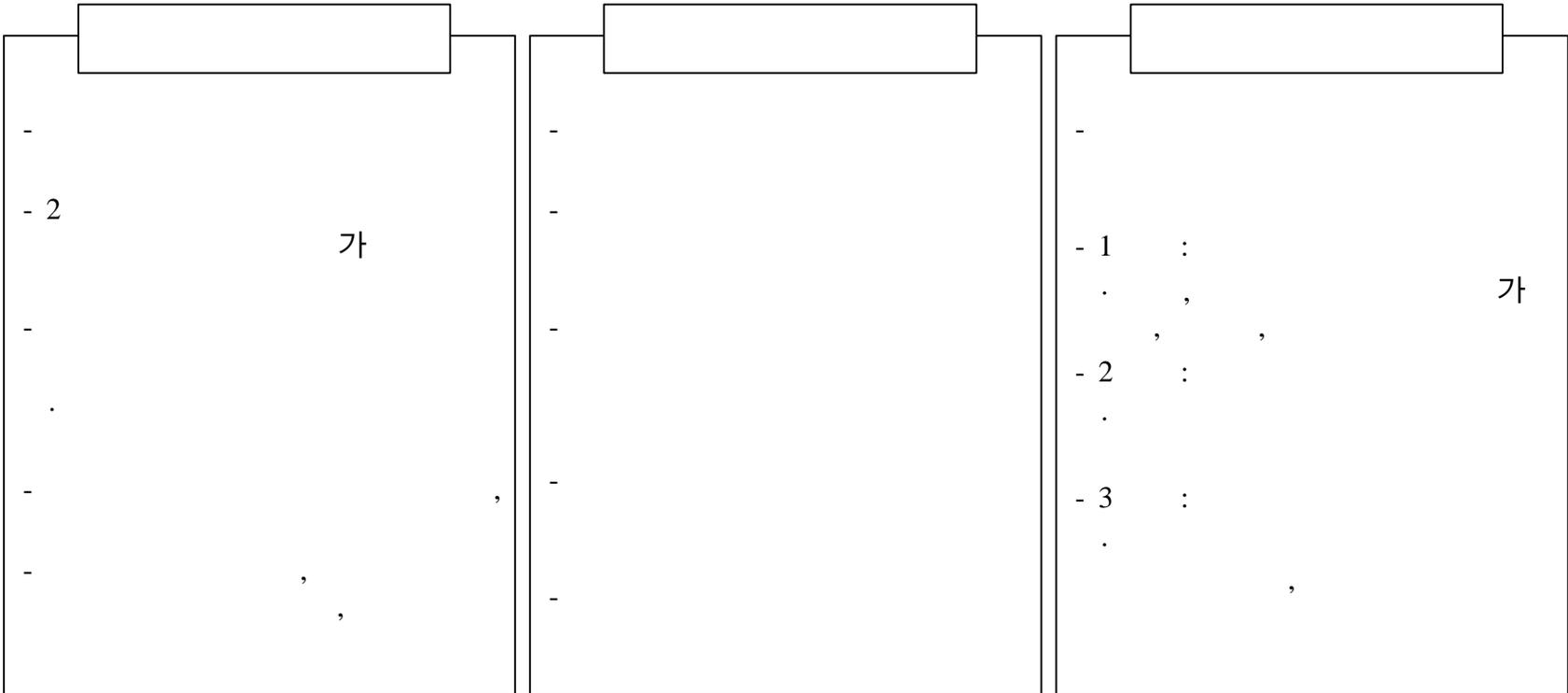
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