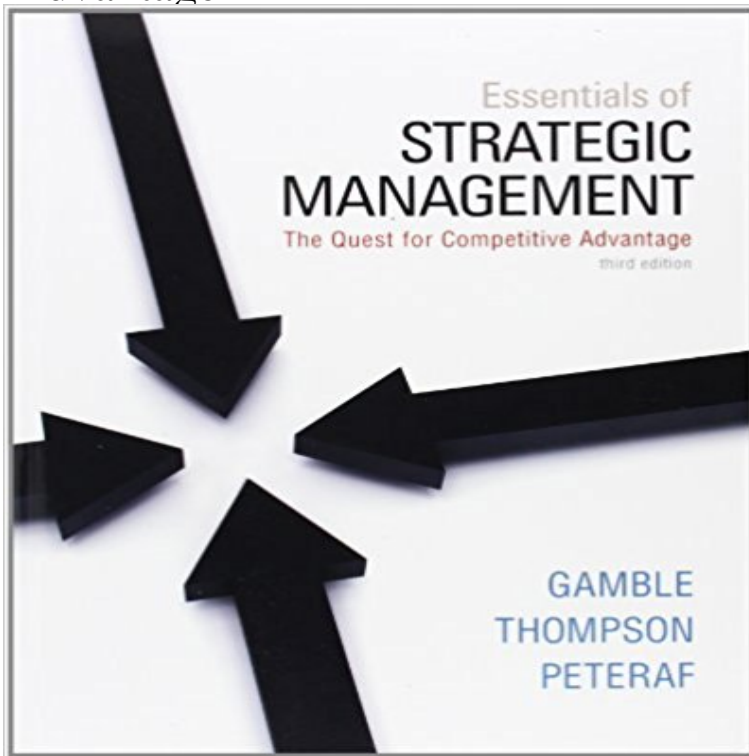


Essentials of Strategic Management: The Quest for Competitive Advantage



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