

The Role Of Resources In Global Competition - John Fahy

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This book looks at the question of how firms attain a sustainable competitive advantage in a global environment characterised by above average levels of geographic scope, marketing convergence and cross-national interdependencies. Author: Fahy, John Publisher: Routledge Illustration: N Language: ENG Title: Role of Resources in Global Competition Pages: 00000 (Encrypted PDF) On Sale: 2001-08-23 SKU-13/ISBN: 9780415237116 Category: Business & Economics : Economics - General Category: Business & Economics : Marketing - General Category: Business & Economics : International - General

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