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competitive advantage, since whether innovation was a part of the competitive advantage dimensions or not, the numerous studies, and different business and marketing schools agree on the importance of innovation to the competitive advantage of the firms. Below is a brief

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Creating Competitive Advantage Harvard Business Review

This note examines the logic of how firms create competitive advantage. It emphasizes two themes: First, to create an advantage, a firm must configure itself to do something unique and valuable

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Competitive Advantage Definition Porter's 3 Methods

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