

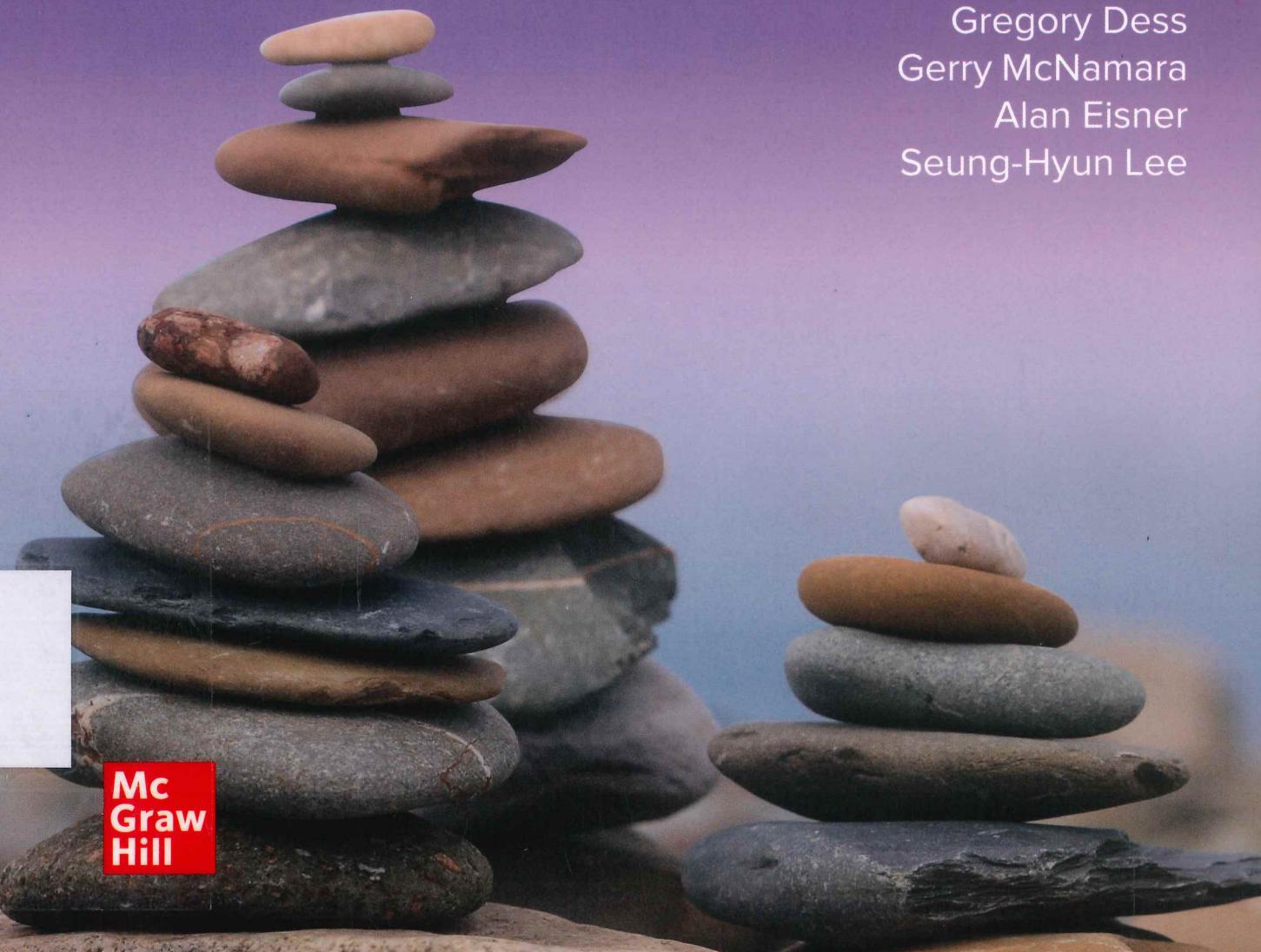
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TENTH EDITION

Strategic Management

Creating Competitive Advantages

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