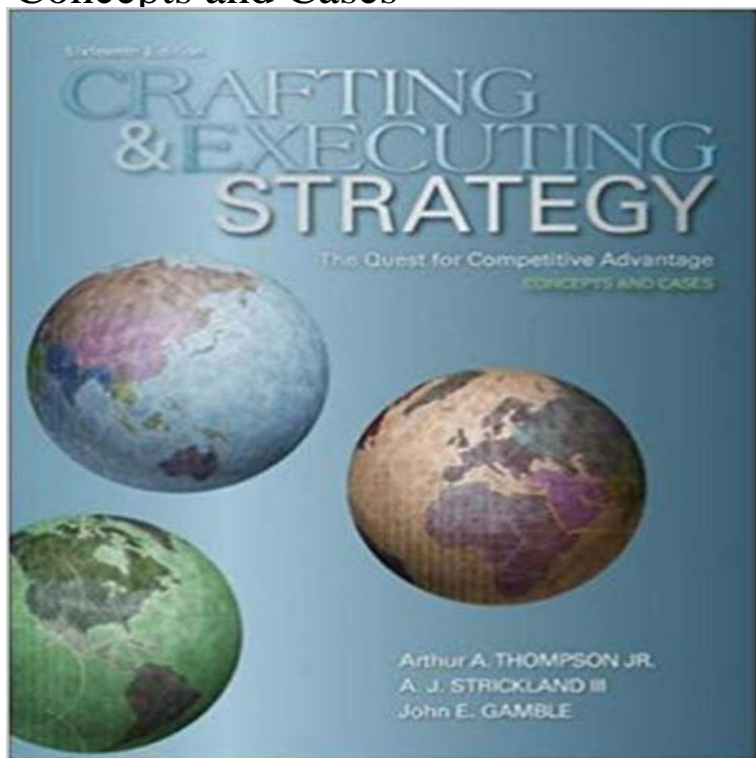


# Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases



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