

and (6) services. The new approach was developed by Krüger and Homp and it is often called the Krüger – Homp value chain. It offers a precise analysis of the significance and the role of each activity by analysing their key competences. Krüger and Homp differentiate two categories of key competences in accompany value chain: (a) Basic competences, which refer to an efficient and effective control of existing operations and (b) developing (meta) competences, which refer to their growth.

- 6 According to Michael Porter, quasi integration represents a relationship of vertically connected companies placed between a long-term contract and full ownership. This includes the following forms: (1) Asset share, (2) loan or loan guarantee, (3) exclusive business contracts, (4) specialised logistics devices and (5) cooperative research and development. Quasi integration should be observed as an alternative to full integration. It is vital to recognise whether the common interest reached through quasi integration is sufficient enough to achieve cost (and risk) reduction compared with full integration.
- 7 Dealing with inhumane modern work conditions and the negative side of technological advancement, Charlie Chaplin used the *Modern Times* to scene out the immortal satire of a man and his position in the modern society which is both funny and tragic at the same time. A worker in a modern company does not get around well working among machines. He is unable to catch up with the conveyor belt he is assigned to and suffers a mental breakdown and ends up in a hospital. After leaving the hospital, the doctors advise him to live a stress-free life, but he immediately stumbles upon a strike and ends up in prison, being convicted as a communist leader. Charlie Chaplin created the silent movie *Modern Times* in a period when movies with sound were replacing silent movies and he used audio only on several occasion throughout the movie (the speech of the factory director, prison radio, Chaplin's singing).
- 8 Newman et al. (1989).

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