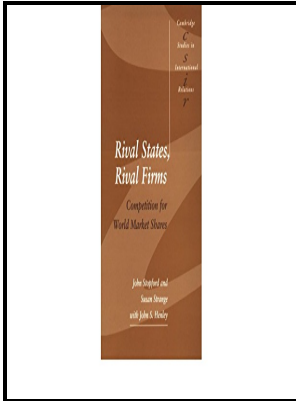


Rival states, rival firms - competition for world market shares

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18
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. Nevertheless, as in other such industries, a sizable market segment is attracted to global brands. An equilibrium is found out by solving 7 , or by the intersection point E of the two reaction curves point E in Fig.

Rival States, Rival Firms: Competition for World Market Shares / Edition 1 by John M. Stopford, Susan Strange, John S. Henley

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