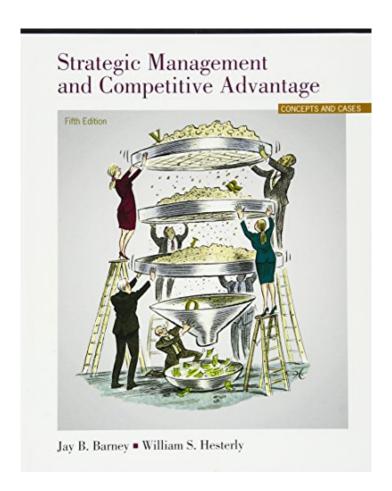
Strategic Management and Competitive Advantage: Concepts and Cases (5th Edition) by Jay B. Barney, William S. Hesterly





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