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Chapter 1 Strategic Management and Strategic Competitiveness

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Zara's Strategic Capabilities and Value Chain Analysis

supply chain as its major strategic capability and source of sustainable competitive advantage This is important because research shows that the achievement of threshold and core capabilities is often contingent on the firm's ability to leverage the knowledge that resides within its human capita (Becker, 1964; Nonaka and Teece, 2001; Grant, 2005)

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