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STRATEGY: Core Concepts and Analytical Approaches Page 8 Differentiating Attributes Can Be Created at Many Value Chain Locations Differentiation opportunities can exist in activities all along an industry's value chain A company can often assist its efforts to achieve differentiation by signaling the value of its product offering to buyers.

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STRATEGY: Core Concepts and Analytical Approaches Page 4 Approach 1 : Cost-Efficient Management of Value Chain Activities For a company to do a more cost-efficient job of managing its value chain than rivals, managers must pursue cost-saving opportunities in every part of the value chain, including Striving to capture all available scale economies. Read : Strategy: Core Concepts and Analytical Approaches pdf book online.

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A Guide to Case Analysis: Core Concepts and Analytical ...

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Strategy: Winning in the Marketplace: Core Concepts, Analytical Tools, Cases with Online Learning Center with Premium Content Card / Edition 2 by Arthur A. Thompson , A. J. Strickland , John E. Gamble Arthur A. Thompson

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