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# CREATING COMPETITIVE ADVANTAGE: HOW TO BE STRATEGICALLY AHEAD IN CHANGING MARKETS



Kogan Page Ltd. Paperback. Condition: new. BRAND NEW, Creating Competitive Advantage: How to be Strategically Ahead in Changing Markets, Kevin Uphill, The economic environment is global, highly sophisticated and in continuous fast flux. The challenge for business leaders, executives and strategists is to read and respond agilely to trends and underlying movements to stay ahead of dynamic market flow and change. Creating Competitive Advantage sets out a compelling case for the business benefits of better market anticipation, and provides tools...

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- Authored by Kevin Uphill
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