



# **MANAGEMENT STRATEGY**

Achieving Sustained  
Competitive Advantage

**second edition**

**ALFRED A. MARCUS**



# Management Strategy

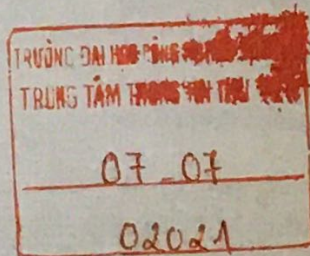
**Achieving Sustained Competitive Advantage**

*Second Edition*

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