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Basic Method For Gaining The Competitive Advantage
Is By Providing Goods And Services To The Targeted
Customers Better Than The Competition, But At The
Same Time, Providing Increased Value For The
Customers. As Author Porter Says Competitive
Advantage Fundamentally Arises From The Value That
The Company Is Able To Provide To Its Customers.

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1.0 INTRODUCTION 1.1 Outsourcing Today Today's Escalating, Competitive And Demanding Environment Has Forced Players In The Marketplace To Be More Efficient And To Emphasize On A Leaner Organization. Enterprises Must Adapt With Increasing Speed To Market Pressure And Competitors' Innovations. 4th, 2024

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Management Captures The Complexity Of The Current
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