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Fruitful In Gaining And Sustaining A Competitive Advantage. Differentiation Is When

A Firm Or Brand Outperforms Rival Brands In The Provision Of A Feature(s) Such That It Faces Reduced Sensitivity For Other Features (Sharp & Dawes, 2001). Even In Industrial Economics, A Discipline Where There Is More Of A Tradition Of Providing Formal Statements Of Jan 2th, 2024

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