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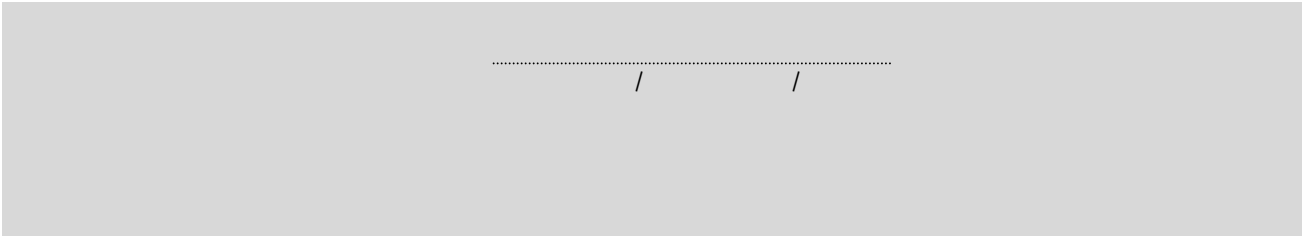
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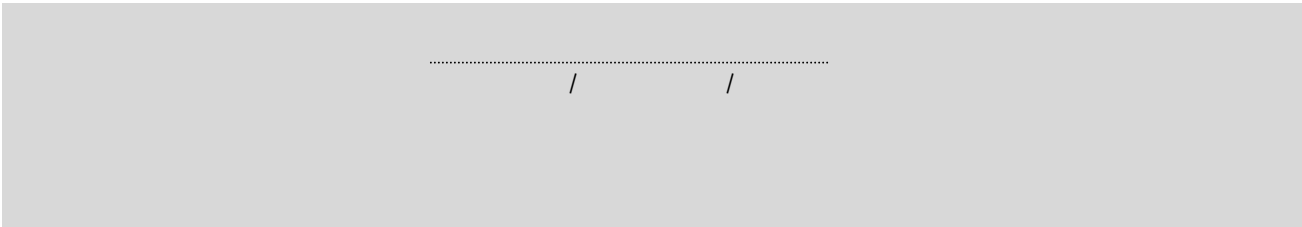
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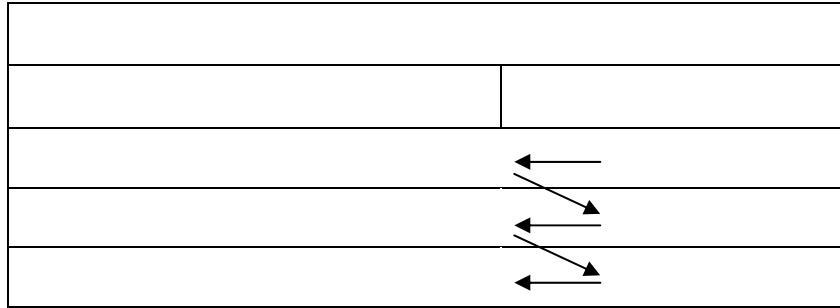
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.(Still 1996, 185)



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(Moorhead,2000)



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(Morgan 1996, 81) .

(Hax, 1996 50) .

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(Hax, 56) .

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(Hax, 60) .

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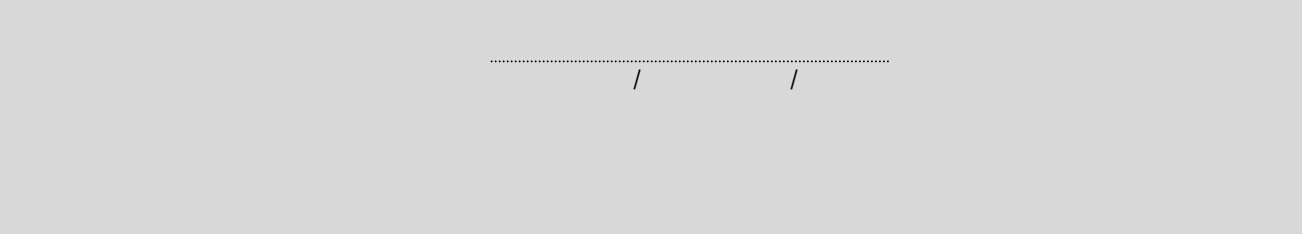
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(Say1964, 315)

(Schumpeter 1989).

(Oliver 1991,169) .

(Olson 1965).

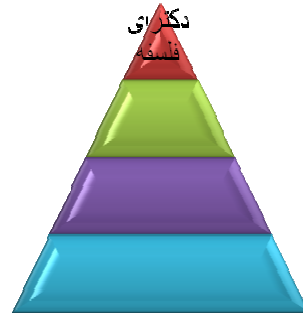


) (Drucker 1985) .

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(Lynch 2006) .



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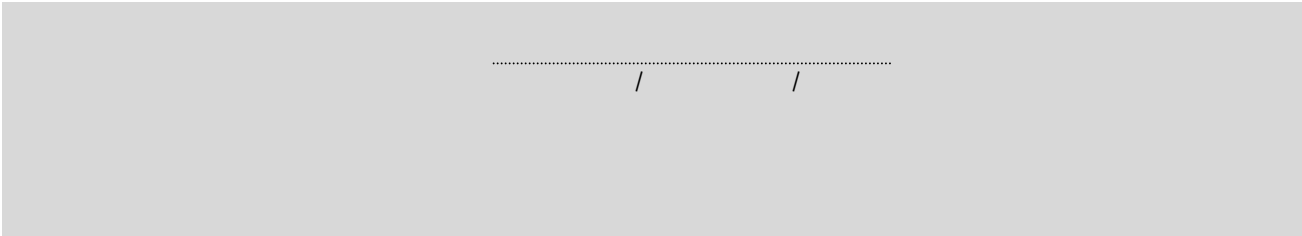
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¹ Doctor of Philosophy [Philosophical Doctor]

² Core Competency

³ Core Product