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The book begins by focusing on the boundaries of the firm and examines competitive strategy from the perspective of industrial organization (IO) economics, particularly Porter's Five Forces. It then explores strategic positioning and dynamics as well as topics associated with internal organization, including personnel economics, organization structure, and strategic fit.

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A final example is a firm that utilizes off peak capacity such as ski resorts, Instructor's Manual to accompany Economics of Strategy, Sixth Edition. garden stores, and sporting goods stores. Progress Ratio: The slope of the learning curve; the percentage by which AC declines as the firm doubles cumulative output.

CHAPTER 2: Economies of Scale and Scope

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