

Sustaining Competitive Advantage Via Business Intelligence, Knowledge Management, And System Dynamics (Advances In Business Marketing And Purchasing) By Mohammed Quaddus

By Mohammed Quaddus

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Journal of Management Development Mohammed Quaddus (Graduate School of Business, Creating a successful knowledge management system ,

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Leveraging organizational performance via -

Leveraging organizational performance via knowledge management their competitive advantage and to the business objectives on which the system

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CHAPTER 1 -

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Competitive advantage - Official Site -

Definition of competitive advantage and a The goal of much of business strategy is to achieve a sustainable in competitive advantage; Competitive scope and

<http://www.quickmba.com/strategy/competitive-advantage/>

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<https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/marketing-strategies-and-planning-2/the-strategic-planning-process-24/sustainable-competitive-advantage-136-4087/>

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