



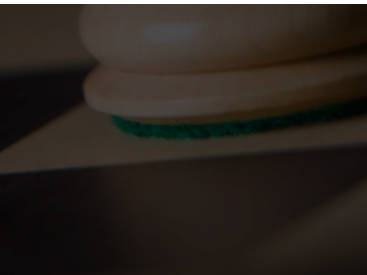
STRATEGIC MANAGEMENT COLLECTION

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Fundamentals of Global Strategy

*A Business Model
Approach*

Cornelis A. de Kluyver



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University of Oregon



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First published in 2010 by
Business Expert Press, LLC
222 East 46th Street, New York, NY 10017
www.businessexpertpress.com

ISBN-13: 978-1-60649-072-3 (paperback)
ISBN-10: 1-60649-072-9 (paperback)

ISBN-13: 978-1-60649-073-0 (e-book)
ISBN-10: 1-60649-073-7 (e-book)

10.4128/9781606490730

A publication in the Business Expert Press Strategic Management collection

Collection ISSN: 2150-9611 (print)
Collection ISSN: 2150-9646 (electronic)

Cover design by Jonathan Pennell
Interior design by Scribe Inc.

First edition: July 2010

10 9 8 7 6 5 4 3 2 1

Printed in the United States of America.