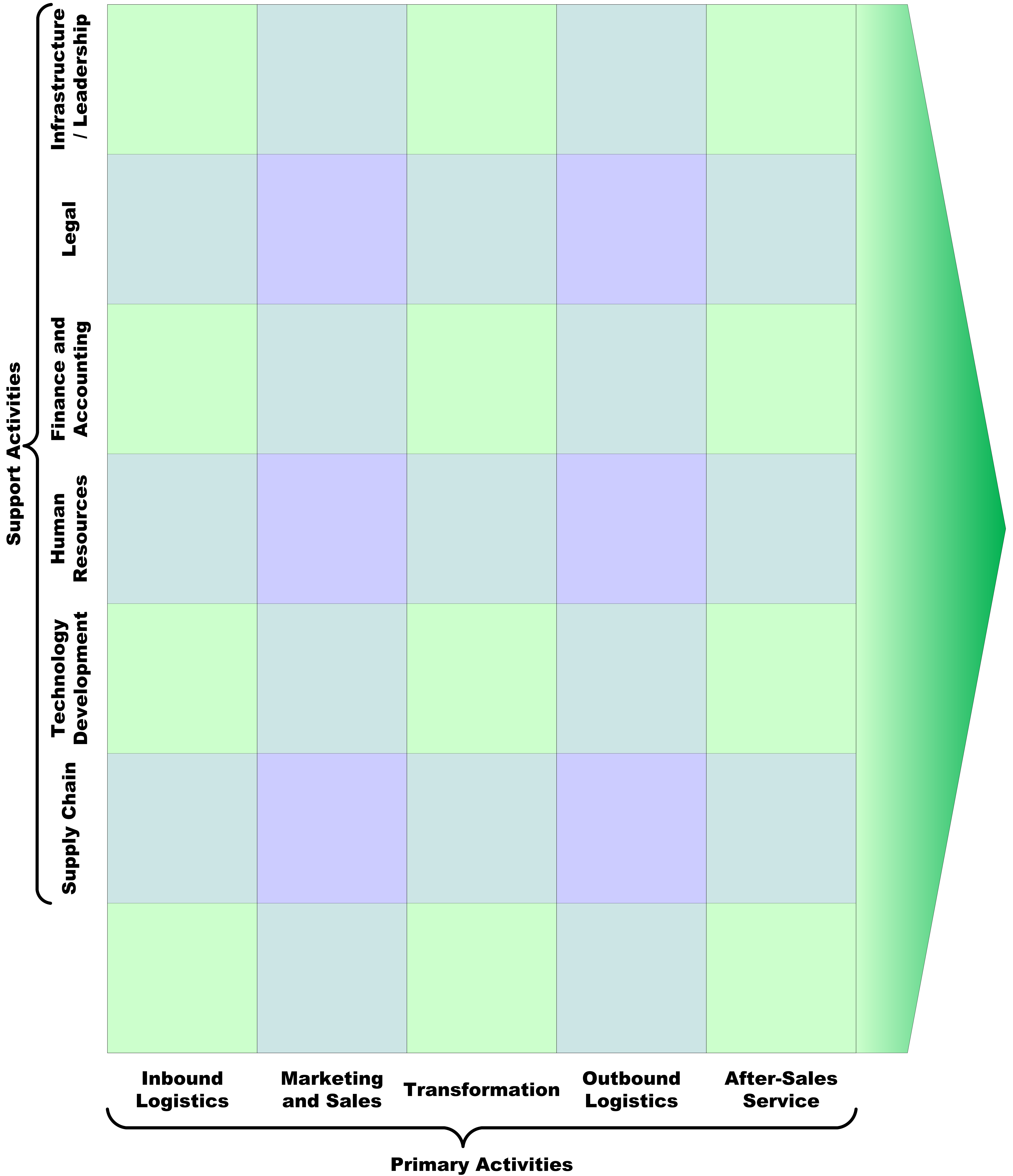


SAMPLE COMPETITIVE ADVANTAGE VALUE CHAIN



SECONDARY ADAPTION SOURCE: Carpenter, Mason A. and Sanders, William Gerard. *Strategic Management: a Dynamic Perspective Concepts and Cases*, Second Edition. Upper Saddle River: Pearson Prentice Hall, 2009.

PRIMARY ADAPTION SOURCE: Porter, Michael E. "What Is Strategy?." *Harvard Business Review* 74.6 (Nov. 1996): 61-78.

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