

4-Volume Set

Michael Porter

CRITICAL EVALUATIONS IN BUSINESS AND MANAGEMENT

Edited and introduced by **John Cunningham Wood**, Managing Director, University Division, Navitas, Australia and **Michael Cunningham Wood**, University of Notre Dame, Australia

Michael Porter (b. 1947) has been described by *The Economist* as 'the doyen of living management gurus'. Boldly introducing the language and concepts of economics into management theory, his work has focused on how a firm (or a region) can build a competitive advantage and develop a competitive strategy.

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