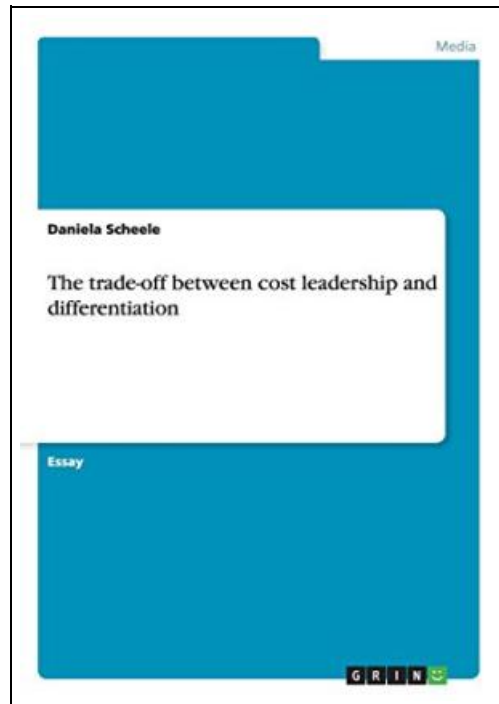


## The Trade-Off Between Cost Leadership and Differentiation



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*(Mariela Stroman)*

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