

# Harvard Business Review

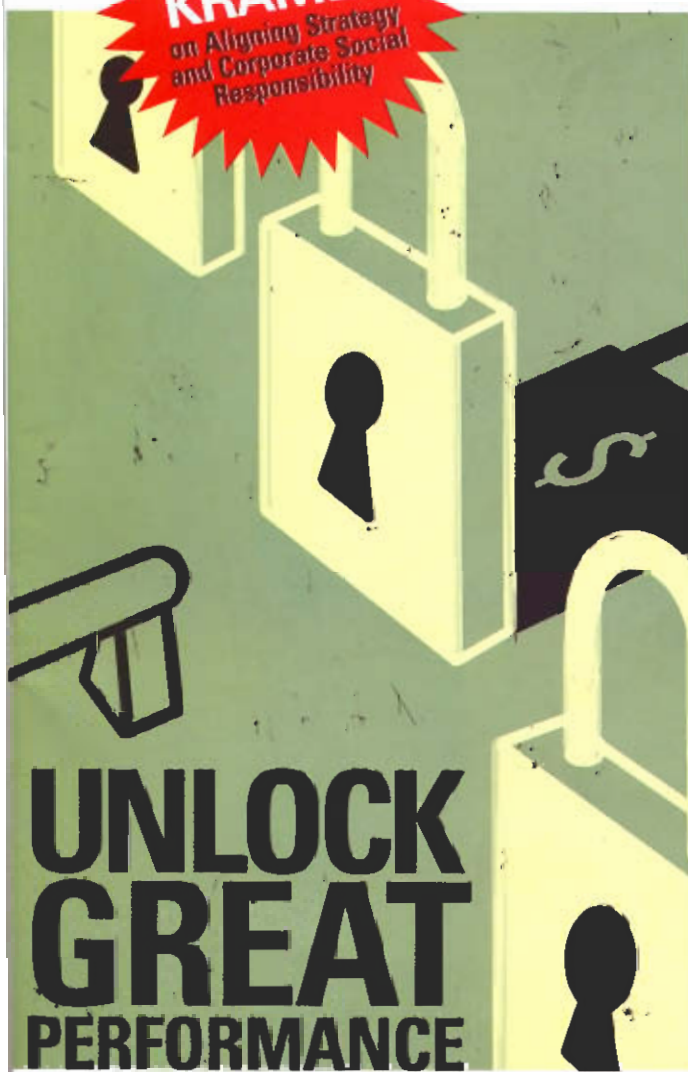
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December 2006

**PORTER  
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