

The Evolution of Competitive Strategies in Global Forestry Industries: Comparative Perspectives (World Forests)



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An analysis of the evolution of competitive strategies within the forestry industry is presented in this book. The argument is that the chosen context serves as an illustrative setting for a discussion related to global corporate evolution. Therefore, this analytical and rigorous book contributes to better understanding of the workings of a number of manufacturing industries through discussion of the evolutionary development within the pulp and paper industry.

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