



A General Theory of Competition: Resources, Competences, Productivity, Economic Growth (Marketing for a New Century)

Shelby Dean Hunt

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A General Theory of Competition develops a ground-breaking new theory of competition - 'resource-advantage theory'.

Recent thinking on competition has assumed the premises, structure and implications of the theory of *perfect* competition.

In his long-awaited book Shelby Hunt draws on economics, management, marketing and sociology to articulate resource-advantage theory. The author proceeds to illustrate how and why his theory may be used to explain and predict economic phenomena with great accuracy.

This volume is extremely well-referenced, with detailed source notes.

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