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Gaining Competitive Advantage Through Strategic Partnerships in the Supply Chain

By Niklas Jeschke

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1.1 NATURE OF THE PROBLEM AND OBJECTIVE Due to the impact of globalization on our economy and the growing dynamic of markets, competition between companies has changed over the last decades. Shorter product life cycles, the pressure on prices, or the high costs of research and development for better products have made it difficult for today's companies to prevail against their competitors in the contest for profits. But also the challenge to meet the high levels of customers quality and service demand has weakened a company's ability to differentiate itself from its competitors. Especially small and medium-sized enterprises have to face this problem when competing against bigger companies. Thus, these facts contribute to the implication of finding new and alternative ways of gaining a strategic and competitive advantage. One measure of doing so is to establish so called strategic partnerships, by...



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