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The New Competitive Advantage: Creating Shared Value—Video Conference

by [Michael E. Porter](#)

Abstract

This presentation draws on ideas from Professor Porter's books and articles, in particular, *Competitive Strategy* (The Free Press, 1980); *Competitive Advantage* (The Free Press, 1985); "What is Strategy?" (Harvard Business Review, Nov/Dec 1996); and *On Competition* (Harvard Business Review, 2008).

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About the Author



[Michael E. Porter](#)

Bishop William Lawrence University Professor
[Strategy](#)

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