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Other Presentation | 27 Sep 2011

Creating Shared Value in Sports

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



<u>Michael E. Porter</u> Bishop William Lawrence University Professor <u>Strategy</u>

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