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provides a brief outline of two different success stories: Lady Gaga's attainment of celebrity status and Jeff Bezos's building of Amazon. These two individuals working in very different fields offer fascinating insights into the foundations of success and the nature of strategy.

The concept of strategy - Foundations of Strategy

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Corporate strategy is concerned with the businesses the firm is in, competitive strategy with its relationship with other firms in the businesses it chooses. In each case, the key measure of corporate success is the ability of the firm to add value to the resources it uses.

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