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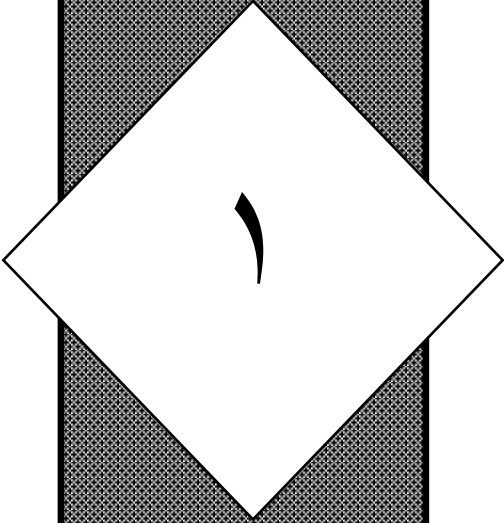
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- ¹- Wood
 - ²- Robertson
 - ³- Azhar
 - ⁴-Proactive orientation
 - ⁵-Reactive

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¹ -Competitive Strategy

² -Strategic Fit

³ -Strategic Choice

⁴ - Czinkota

⁵ - Ronkainen

⁶ - Brasch

⁷ - Cavusgil

⁸ - Zou

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