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achieve such a dual advantage, and if so, how this was possible. Moreover, Samsung Electronics' long-held competitive advantage is under renewed attack. Students also can assess how Samsung should respond to large-scale Chinese entry into its industry.

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because, competitors in the market offer similar features cell phones at half the price of Samsung. However, Samsung cannot just reduce the prices because it has invested huge amounts in research and development, product innovation, human resource, marketing etc.

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offerings and product portfolio of the
Samsung

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And acquired by Samsung latterly Crisis :
2001 - 2002 Semiconductor Industry
Crisis Growth : Semiconductor Industry
has 16% of growth rate On average, 1960 -
2000 1980s, Samsung Group more focus
on Electronics market and found Samsung
Electronics, manufacturing in South Korea

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Samsung Electronics Co. Global

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competitive advantage.

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it used in order to become one of the largest conglomerates. More specifically, however, this is an in depth

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