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Nota di contenuto	CONTENTS; Foreword; Acknowledgments; Abbreviations; Introduction to the Toolkit; Overview and Guidelines for Conducting a Trade Competitiveness Diagnostic; Understanding Trade Competitiveness: Issues and Current Debates; The TCD Framework; Organizing to Conduct a TCD; Module 1 Summary: Conducting the Trade Outcomes Analysis; Module 2 Summary: Conducting the Competitiveness Diagnostics; Module 3 Summary: Moving from Analysis to Policy Options; Notes; References; Module 1 Trade Outcomes Analysis; Growth and Share: The Intensive Margin; Diversification: The Extensive Margin Quality and Sophistication: The Quality MarginEntry and Survival: The Sustainability Margin; Annex A. Product Classifications; Notes; References; Module 2 Competitiveness Diagnostics; Market Access; Incentive Framework: Trade and Investment Policy; Incentive Framework: Domestic Policies and Institutions (Competition, Business Environment, and Governance); Factor Conditions: Access to Finance; Factor Conditions: Labor Markets, Skills, and Technical Efficiency; Factor Conditions: Intermediate Inputs and Backbone Services; Factor Conditions: Trade Facilitation and Logistics

Trade Promotion Infrastructure: Export and Investment Promotion  
 Trade Promotion Infrastructure: Standards and Certification; Trade Promotion  
 Infrastructure: Special Customs Regimes and Special Economic Zones;  
 Trade Promotion Infrastructure: Industry Coordination and Sector  
 Support; Trade Promotion Infrastructure: Innovation; Notes; References;  
 Module 3 Policy Options for Competitiveness and Case Studies; Market  
 Access; Trade and Investment Policy; Domestic Policies and Institutions:  
 Business Environment and Governance; Access to Finance  
 Labor Markets, Skills, and Firm-Level Technical Efficiency  
 Intermediate Inputs and Backbone Services; Trade Facilitation and Logistics; Trade  
 and Investment Promotion; Standards and Certification; Special  
 Customs Regimes and SEZs; Industry Coordination and Sector Support;  
 Innovation; References; Appendix A: Summary of Recent Papers on  
 Determinants of Trade Competitiveness; Olivier Cadot, Celine Carrere,  
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 Jean-Jacques Hallaert, Ricardo Cavazos Cepeda, and Gimin Kang. 2011.  
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 Bank, Washington, DC.; Ana Paula Cusolito. 2010. "Export  
 Competitiveness and the Intensive and the Extensive Margins of  
 Trade." World Bank, Washington, DC.; Notes; Boxes; A The World Bank  
 and the Trade and Competitiveness Agenda  
 B Appropriate Use of the Toolkit

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## Sommario/riassunto

This toolkit provides a framework, guidelines, and practical tools for  
 conducting an analysis of a country's trade competitiveness in terms of  
 growth and share performance, diversification, and quality. It aims to  
 facilitate the identification of the main constraints to improved trade  
 competitiveness and the policy responses to overcome these  
 constraints.

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