

1. Record Nr.	UNINA9910478871303321
Autore	Hunt Shelby D
Titolo	A general theory of competition [[electronic resource]] : resources, competences, productivity, economic growth // Shelby D. Hunt
Pubbl/distr/stampa	Thousand Oaks, [Calif.] ; ; London, : SAGE, c2000
ISBN	1-322-41340-1 0-7619-1729-2 1-4522-2164-2
Descrizione fisica	1 online resource (321 p.)
Collana	Marketing for a new century
Disciplina	338.6048
Soggetti	Competition Industrial policy Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 261-283) and indexes.
Nota di contenuto	Cover; Contents; Preface; Chapter 1 - Introduction; Chapter 2 - Antecedents and Affinities: Evolutionary and "Austrian" Economics; Chapter 3 - Antecedents and Affinities: Heterogeneous Demand and Differential Advantage; Chapter 4 - Antecedents and Affinities: Business Strategy and Institutional Theory; Chapter 5 - Resource-Advantage Theory: Foundational Premises; Chapter 6 - Resource-Advantage Theory: An Evolutionary, Process Theory of Competition; Chapter 7 - Productivity, Efficiency, and Effectiveness; Chapter 8 - Endogenous Economic Growth; Chapter 9 - The Wealth of Nations Chapter 10 - ConclusionReferences; Author Index; Subject Index; About the Author
Sommario/riassunto	The author draws on economics, management, marketing and sociology to articulate resource-advantage theory. He proceeds to illustrate how and why his theory may be used to explain and predict phenomena with great accuracy.