1. Record Nr. UNINA9910779689803321 Autore Cho Tong-song Titolo From Adam Smith to Michael Porter: evolution of competitiveness theory // Dong-Sung Cho & Hwy-Chang Moon, Seoul National University, Korea New Jersey:,: World Scientific,, [2013] Pubbl/distr/stampa 2013 **ISBN** 9789814401661 9789814401678 1-299-46230-8 981-4401-66-8 Edizione [Extended edition.] Descrizione fisica 1 online resource (xxii, 324 pages): illustrations Asia-pacific business series, , 1793-3137 ; ; vol. 7 Collana Disciplina 338.6/048 Competition, International Soggetti Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Includes bibliographical references (pages 311-322) and index. Nota di bibliografia Nota di contenuto pt. 1. From Adam Smith to Michael Porter -- pt. 2. Michael Porter and theoretical extensions -- pt. 3. Michael Porter and practical extensions. "Following the success of the First Edition published in 2000, this Sommario/riassunto extended edition of From Adam Smith to Michael Porter: Evolution of Competitiveness Theory provides a thorough explanation of the evolution of international competitiveness theories and their economic and strategic implications. The theories range from classical theories such as Adam Smith's theory of absolute advantage, to new theories such as Michael Porter's diamond model. Professor Cho and Professor Moon have updated their research with their latest theoretical advancements, such as the double-diamond-based nine factor model. and MASI (Measure, Analyze, Stimulate, and Implement) model. This newly revised volume is suitable for International Economics, Business Strategy, and International Business courses on both the graduate and upper-division undergraduate levels. Policy makers and corporate managers will also find useful implications from this book's systematic

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