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Figure 3: Price vs. Contribution under the strategy of Uniform pricing";  
Appendix: 4 Figure 4: Price vs. Total Contribution in the case of  
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Competitive Advantage"; Attributes of Global Image"; Global Image  
and Strategic Opportunities"; Economic Rent and Business Risk";  
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2. Global Image-based Strategic Opportunities: Changes in Risk and  
Expected Profits"; Conclusions and Implications"; References";  
PART TWO GLOBAL STRATEGIES AND ISSUES"; Chapter 4"  
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What Is New/ Important About It?"; Second Wave of Globalization";  
Global Strategies: The Evolution and Discussion"; Global Leader  
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Globalization: Relationship between States and Markets";  
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