



# Corporate Strategy: A Resource-Based Approach

*By David J. Collis, Cynthia A. Montgomery*

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#### **About the Author**

David J. Collis, Frederick Frank Adjunct Professor of International Business Administration, Yale School of Management: Professor Collis is associate professor of business administration at Harvard Business School. His research focuses on corporate strategy and global competition. At Harvard, he jointly developed the second year MBA elective course on corporate strategy, and in 1996 was rated the top teacher among all strategy faculty. He is a strategic consultant to the top management of major U.S. and U.K. corporations, and participates in in-house management education programs for multinational companies. Ph.D. Harvard University

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