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pp.133-142. Kassoff,
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Up to 2004 the company
management continued

to believe Samsung

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significant room for

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for improvement in his

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Jung, S. 2014, "The Analysis of Strategic Management of Samsung Electronics Company through the Generic Value Chain Model", International Journal of Software Engineering and Its Applications, vol. 8, no. 12, pp. 133-142.

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Group. Such similarity is based on the unitary leadership that influences corporate strategic direction and competitive advantages of the conglomerate's and its subsidiaries' operations.

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product process and distributes service .Basically, and processes in operation management process include the creation of products, development, production and distribution.

Management and operations of Samsung electronics

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of SM Insight and the
lead writer since 2013.

His interest and studies
in strategic management
turned into SM Insight
project, the No.1 source
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