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EXECUTIVE SUMMARY

1.

- (Defensive Strategy) 가
-
- 가

2. 4가

- 4가
- (Bypass Attack)
 - .
 - .
- (Flank Attack)
 - .
 - .
- (Guerrilla Attack)
 - .
 - .
- (Frontal Attack) (head to head) CEO
 - .
 - .

3.

- ' = ' 가
 - . , CEO , ,
-

2. 4가

4가

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○ (Bypass Attack)

가

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(松下電氣)			2001	,
387	1			,
		7.7%	5	
(Phillips)		1980		,

○ (Flank Attack)

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- .
- CEO

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(CEMEX)
3
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○ **(Guerrilla Attack)**

- - . 가 (hit-and-run)
 - .
- - . 가
 - .

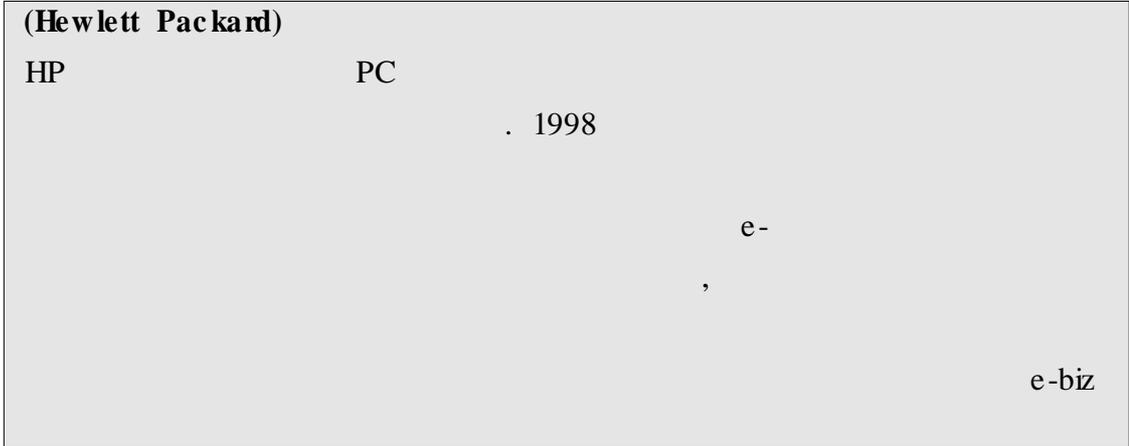
(SONY)
2001 . 21
Yahoo ,
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○ **(Frontal Attack)**

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 - . (head-to-head competition)
- - . CEO
 - . CEO

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3.

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(: frontier@hri.co.kr 3669-4065)