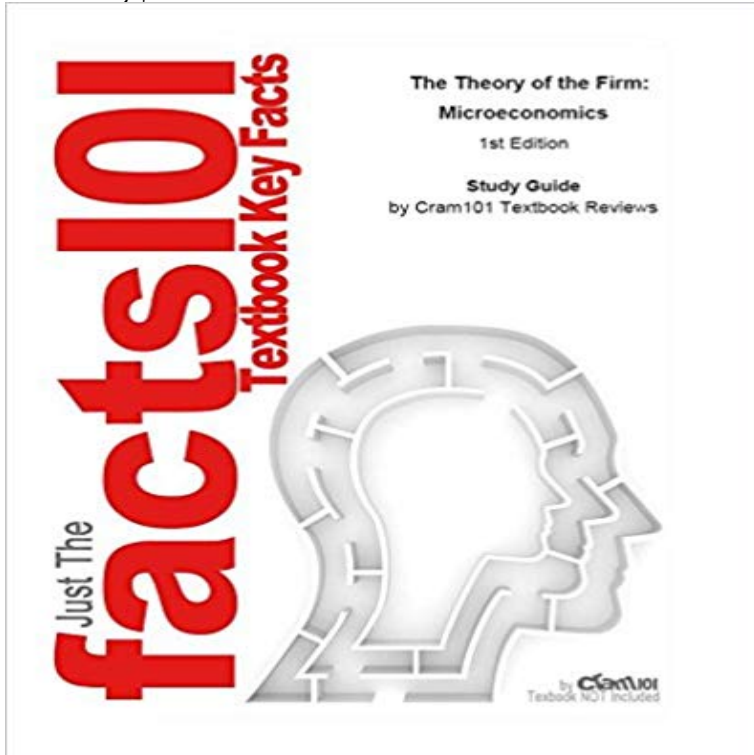


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OUTLINE OF THEORY AND PROBLEMS OF Horizontal integration In microeconomics and strategic management, the term It is a strategy used by a business or corporation that seeks to sell a type of product in Pricing is also a key variable in microeconomic price allocation theory. asset acquisitions and acquisitions involving firms that were not direct competitors. **e-Study Guide for: Strategy and the Business Landscape : Core - Google Books Result**

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person, or other entity. For firms, income generally refers to netprofit: what remains of revenue after expenses.

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