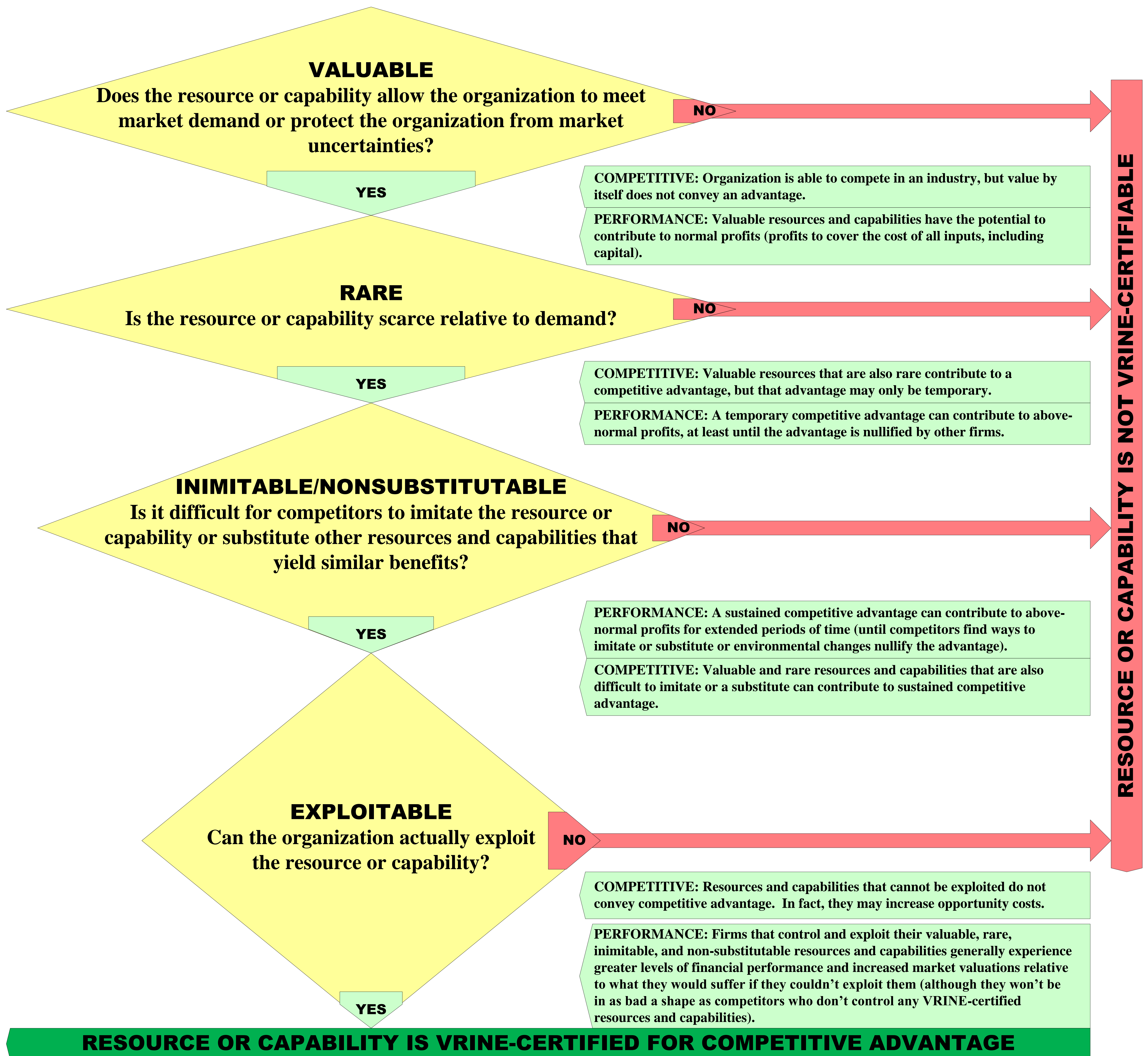


RESOURCE & CAPABILITY COMPETITIVE ADVANTAGE VRINE-CERTIFICATION MODEL



SECONDARY ADAPTION SOURCE: Carpenter, Mason A. and Sanders, William Gerard. *Strategic Management: a Dynamic Perspective Concepts and Cases, Second Edition*. Upper Saddle River: Pearson Prentice Hall, 2009.

PRIMARY ADAPTION SOURCE: Barney, Jay B. "Looking inside for competitive advantage." *Academy of Management Executive* 9.4 (Nov. 1995): 49-61.

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