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of competitive priorities. These factors have been highly emphasized not only as the source of a firm's competitive operations, but also as the source of its organizational performance. However, managerial practice shows that the act of gaining and sustaining competitive operations has

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moral and ethical behavior. Examine the implications of this model in gaining competitive advantage, and will further critique the implications of an unethical culture within the organization in terms of maintaining or expanding its market share. Keywords: organizational characteristics, collective efforts, culture, sustaining performance,

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