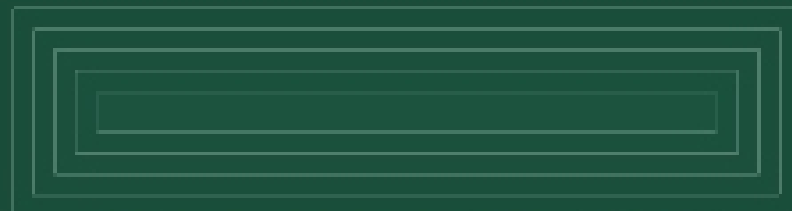


Business-Level Strategy



Thomas Dalziel

&

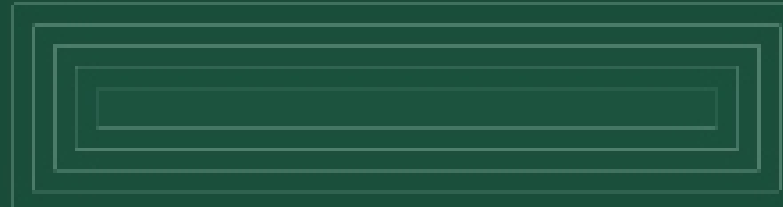
Michael A. Hitt

R. Duane Ireland

Robert E. Hoskisson

Core Competency

The **resources** and **capabilities** that have been determined to be a source of competitive advantage for a firm over its rivals.



**Core
Competency**

The resources and capabilities that have been determined to be a source of competitive advantage for a firm over its rivals.



**Strateg
y**

An integrated and coordinated set of actions taken to exploit core competencies and gain a competitive advantage.