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**The Extended Enterprise: Gaining Competitive Advantage**

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In an early article published in response to the emergence of the extended enterprise, researchers attributed the highly competitive nature of the extended enterprise to global markets and consumer demand for “high quality, low cost and fast delivery of increasingly customized products.”

**Educating Your Organization’s Extended Enterprise ...**

The extended enterprise symbolizes a revolutionary approach to competitive behavior and how firms view their exchange relationships. We are witnessing a transformation in the nature of relationships within a value chain (or a supply chain), and this transformation will forever change the manner in which firms compete and cooperate.

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The extended enterprise is the entire set of collaborating companies, both upstream and downstream, from raw material to end-use consumption, that work together to bring value to the marketplace. The advantages of the extended enterprise derive from a firm's ability to quickly utilize the entire network of suppliers, vendors, buyers, and customers.

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route to gaining and sustaining competitive advantage. In the



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past few years, governments, journalists, chief executive ... STEP has improved communications within the extended enterprise (including suppliers, business partners and customers) and helped to support global collaborations [12].

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Competitive environment of today's organizations, more than ever, is extensive, and the major concern for managers is to preserve and promote the sustainable competitive advantage. ... Extended Enterprise: Gaining competitive advantage through collaborative supply chains, Prentice-Hall. [8] Evans J., Lindsay W. (2002) - The Management and ...

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