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Gaining and Sustaining Competitive Advantage. Jay B. Barney is Bank Chair in Corporate Strategy at the Fisher College of Business at Ohio State University. He received his Ph.D. from Yale, and has held faculty appointments at UCLA and Texas A&M. Jay has published more than 40 articles in several journals including AMR, AMJ, and AME; has served on the editorial boards of AMR, SMJ, The Human ...

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