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organization to achieve unique competitive advantages that attract and keep customers.

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Operations management as a source of competitive advantage

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A competitive advantage is an attribute that enables a company to outperform its competitors. This allows a company to achieve superior margins Operating Margin Operating margin is equal to operating income divided by revenue. It is a profitability ratio measuring revenue after covering operating and non-operating expenses of a business.

Competitive Advantage - Learn How a Competitive Advantage

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