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and continuous  
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its clothing is perceived  
to be of higher

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chapter 1) are cost  
leadership and  
differentiation. Cost  
leadership is the  
competitive strategy in  
which the firm  
succeeds by producing  
at the lowest cost in  
the industry.

Differentiation is the  
competitive strategy in  
which a firm succeeds  
by developing and  
maintaining a unique  
value for the product,

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Although construction accounting differs from normal accounting, the basic principles...

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