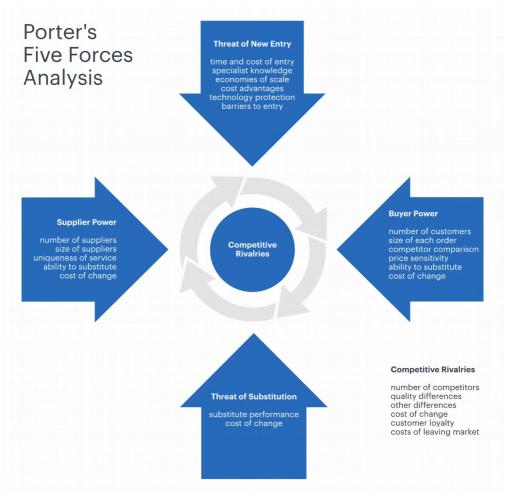


## **Porter's Five Forces**



Further reading: mindtools.com/pages/article/

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