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# Comparative Advantage: Specialize To Rule (Management & Marketing Book 6)

## COMPARATIVE ADVANTAGE

The diagram illustrates the concept of Comparative Advantage using two countries, France and Italia, and two goods, wines and pizzas. It shows two scenarios: 'Self-sufficiency' and 'Free trade situation'.

**Self-sufficiency:**

	France	Italia
Wines	6 wines	2 wines
Wealth	12 wines	4 wines
Pizzas	5 pizzas	4 pizzas

**Free trade situation:**

	France	Italia
Wines	6 wines	4 pizzas
Wealth	18 wines	5 pizzas
Pizzas	7 pizzas	4 pizzas

A red box in the center indicates an exchange: "Exchange 5 wines for 3 pizzas". Arrows show the movement of goods: a green arrow from France's wines to Italia's pizzas, and a blue arrow from Italia's pizzas to France's wines.

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## Synopsis

Specialize to rule This book is a practical and accessible guide to understanding and implementing the Theory of Comparative Advantage, providing you with essential information and saving time. In 50 minutes you will be able to:  
Master the notions of absolute and relative advantage rapidly  
Specialize in producing goods or services for which you have the strongest, or least weak productivity compared to others.  
Understand which are the strengths underlying the interactions of free trade at work within International trade.

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## Book Information

File Size: 3022 KB

Print Length: 32 pages

Publisher: 50Minutes.com (June 4, 2015)

Publication Date: June 4, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B00XLPPJ20

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,231,510 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #142 in Books > Business & Money > Job Hunting & Careers > Business School Guides #224 in Kindle Store > Kindle eBooks > Education & Teaching > Higher & Continuing Education > Graduate School #514 in Books > Education & Teaching > Higher & Continuing Education > Graduate School Guides

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