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Orange Business Services: MNC strategy review in Asia-Pacific

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Abstracts

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Orange Business Services is facing price pressure on its legacy services and increasing competition in global services. It is focusing on regional capabilities in professional services and improved customer experience as ways to differentiate and create longer-term customer relationships. However, offering too many services and moving away from its core competence in network services might result in Orange losing its focus and its differentiation from IT service companies.

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