

## Referências Bibliográficas

- ASHTON, C., "How competencies boost performance", **Management Development Review**, v. 9, n. 3, pp. 14–19, 1996
- BARNEY, J. B. **Organizational Culture: Can it be a Source of Sustained Competitive Advantage?**, Acad Manage Rev n.11 p.656-665, 1986
- BARNEY, J. B. **Firm Resources and Sustained Competitive Advantage**, Journal of Management, 17, p. 99-120, 1991
- BARNEY, J. B. **Gaining and Sustaining Competitive Advantage**. 2. ed. New Jersey: Prentice Hall, 2002
- BOGNER, W. C., THOMAS, H. **Core competence and competitive advantage: a model and illustrative evidence from the pharmaceutical industry**. In: Hamel, G., Heene, A. (Eds) Competence-based competition, John Wiley & Sons, New York, 1994
- BONOMA, Thomas V. **Case Research in Marketing: Opportunities, Problems and a Process**, Journal of Marketing Research, v.22, p.199-208, 1985
- BRANDÃO, H. P., **Gestão baseada nas competências: um estudo sobre competências profissionais na indústria bancária**, Dissertação de mestrado (Mestrado em Administração), Departamento de Administração – UNB, Brasília, 1999
- BROOKING, Annie, **Intellectual Capital – Core Asset for the Third Millennium Enterprise**, Londres. International Thomson Business Press, 1998
- CENTRIM – Centre for Innovation Management. **Literature review for the RISE project, Chapter 7 – Competences as service products**, Brighton, 1999.
- COMPUTER RESELLER NEWS BRASIL, **Apple reorganiza canal no país**. Disponível em <<http://www.crn.com.br>>. Acesso em 26 out, 2003
- DAY, George S., REIBSTEIN, David J., **Dynamic Competitive Strategy**, New York: John Willey & Sons, Inc., 1997

DUNCAN, W. Jack, GLINTER, Peter M., SWAYNE, Linda E., **Competitive Advantage and Internal Organizational Assessment**, Academy of Management Executive, vol. 12, n. 3, p. 6-16, 1998

FAHEY, Liam, RANDALL, Robert M., **Learning from the Future – Competitive Foresight Scenarios**, New York: John Wiley & Sons, Inc., 1998

**Fire and Forget?**, The Economist, p. 51, 20 abr, 1996

GIL, Antônio Carlos. **Como elaborar projetos de pesquisa**. 3<sup>a</sup> ed. São Paulo, Atlas, 1996

GRUNERT, Klaus G., HILDEBRANDT, Lutz, **Success Factors, Competitive Advantage and Competence Development**, Journal of Business Research n.57, p. 459-568, 2004

GULATI, R., N., ZAHEER, A., **Strategic Networks**, Strategic Management Journal, Vol. 21 Special Issue, 2000.

HAMEL, Gary, PRAHALAD, C. K., Competing for the future, Boston: Harvard Business School Press, 1994

KING, A. W., FOWLER, S. W., ZEITYAML, C. P., **Managing organizational competencies for competitive advantage: The middle-management edge**, Academy of Management Executive, Vol. 15, n. 2, p. 95-106, 2001

KOGUT, B., ZANDER, U. **Knowledge of the firm and the evolutionary theory of the multinational corporation**, Journal of International Business Studies, v.24, n.4, p. 625-645, Fourth Quarter, 1993

LANGE, Tatiana Tauhata, **Implicações estratégicas das redes de relacionamento da Cia Vale do Rio Doce : estudo de caso da unidade de minério de ferro**, Dissertação de mestrado (Mestrado em Administração), PUC-RJ, Rio de Janeiro, 2002

LEONARD-BARTON, D., **Core capabilities and core rigidities: a paradox in managing new product development**, Strategic Management Journal, v. 13, p. 111-125, 1992

LEONARD-BARTON, D., **Wellsprings of knowledge: building and sustaining the sources of innovation**, Boston: Harvard Business School Press, 1995

MACEDO-SOARES, T T. Diana L. v. A., **Strategic Alliances and Networks: Conceptual tools for strategic assessment**, Readings Book of Global Business and Technology Association – GBATA, International Conference, pp. 292-305, 2002

- MACEDO-SOARES, T. D.L.v.A., RATTON, C. **Performance Measurement for Effective Customer-Oriented Quality Improvement Strategies: findings of Research on Performance Measurement Practices of Leading Firms in Brazil**, Euro XV Informs 34, Barcelona, Espanha, 1997
- MACHADO, Clarisse H., **Capital Intelectual em uma empresa pontocom**, Dissertação de mestrado (Mestrado em Administração), IBMEC, Rio de Janeiro, 2003
- NISEMBAUM, H. **A competência essencial**. Infinito, São Paulo, 2000
- OLIVEIRA JÚNIOR, Moacir M. O., **Linking Strategy and the knowledge of the firm**, RAE – Revista de Administração de Empresas, Out/Dez, 1999
- PETERAF, M. A. **The Cornerstones of Competitive Advantage: A Resource-Based View**, Strategic Management Journal, v.14, p. 179-191, Mar, 1993
- PRAHALAD, C. K., HAMEL, G. **The Core Competence of the Corporation**, Harvard Business Review, v.68, n.3, p.79-91, May/Jun, 1990
- PRAHALAD, C. K. **Reexame de Competências**, HSM Management, n.17, Nov/Dez, 1999
- PORTER, Michael E., **Competitive Strategy: Techniques for analyzing industries and competitors**. New York: Free Press, 1980
- PORTER, Michael E. **Competitive Advantage: Creating and sustaining superior performance**. New York: Free Press, 1985
- ROCHA, Maurcio Monteiro, **A Crise no Mercado de TI**, Disponível em <<http://www.idcbrasil.com.br/telas/pontodevista.asp?id=15>>. Acesso em 26 mar 2004
- ROOS, Johan, ROOS, Goran *et al*, **Intellectual Capital – Navigating the New Business Landscape**, Macmillan Press Ltd, London, 1997
- RUMELT, R. F., In: Hamel, G., Heene, A. (Eds) **Competence-based competition**, John Wiley & Sons, New York, 1994
- SILVA, S. M., **A gestão das competências organizacionais em empresas da cadeia de valor para provimento de telefonia celular de 3<sup>a</sup> geração (3G)**, Tese (Doutorado em Administração) Departamento de Administração da FEA-USP, São Paulo, 2002

- SOLUÇÃO DIGITAL, **Distribuição na área de TI**, Desenvolvido pela Solução Digital, 2000-2003. Disponível em <<http://www.solucaodigital.com.br>>. Acesso em 26 out 2003
- STERN, Louis W., EL-ANSARY, Adel I., BROWN, James R. **Management in Marketing Channels**, New Jersey: Prentice Hall, 1989
- STEWART, T. A., **Capital Intelectual**. Editora Campus, Rio de Janeiro, 1998
- ULRICH, Dave, SMALLWOOD, Norman, **Capitalizing on Capabilities**, Harvard Business Review, p.119-127, June, 2004
- VEEN-DIRKS, Paula Van e WIJN, Martin, **Strategic Control: MeshingCritical Success Factors with the Balanced Scorecard**. Long Range Planning 35, pp. 407–427, 2002
- VERGARA, Sylvia Constant, **Projetos e Relatórios de Pesquisa em Administração**. Ed. Atlas, São Paulo, 2000
- WERNERFELT, B., **A Resource-Based View of the Firm**. Strategic Management Journal, v.5, n.2, p. 171-180, Apr./Jun, 1984
- YIN, Robert K., **Case Study Research: design and methods**. Sage Publications, Thousand Oaks, 1994