



# Upgrading New Zealand's Competitive Advantage

*Graham T. Crocombe, Michael J. Enright, Michael E. Porter*

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Why has the New Zealand economy underperformed over the last three decades? How did New Zealand end up one of the most indebted nations, when it was once prosperous through international trade? This book seeks to answer these questions by setting out a rigorous framework for the development of a more prosperous New Zealand economy and drawing on the findings of the "Porter Project," the largest research project ever undertaken into the sources of New Zealand's competitive advantage. This research examined the top twenty export industries, using a microeconomic approach as opposed to the traditional macroeconomic analysis.

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