



(virtual corporation)' (core competence) (modular corporation)', '가

Dividow & Malone 「The Virtual Corporation」  
'virtual memory' 'virtual memory' ('가 (virtual)' 時 .).

Dell Computer, Cyrix, Nike, Reebok  
8 , 가 ( Fortune 93 2 8 Business Week 93 2

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가 가 가 가 가

: Dell, Gateway, Computer Add, TelePad, Sun Microsystems

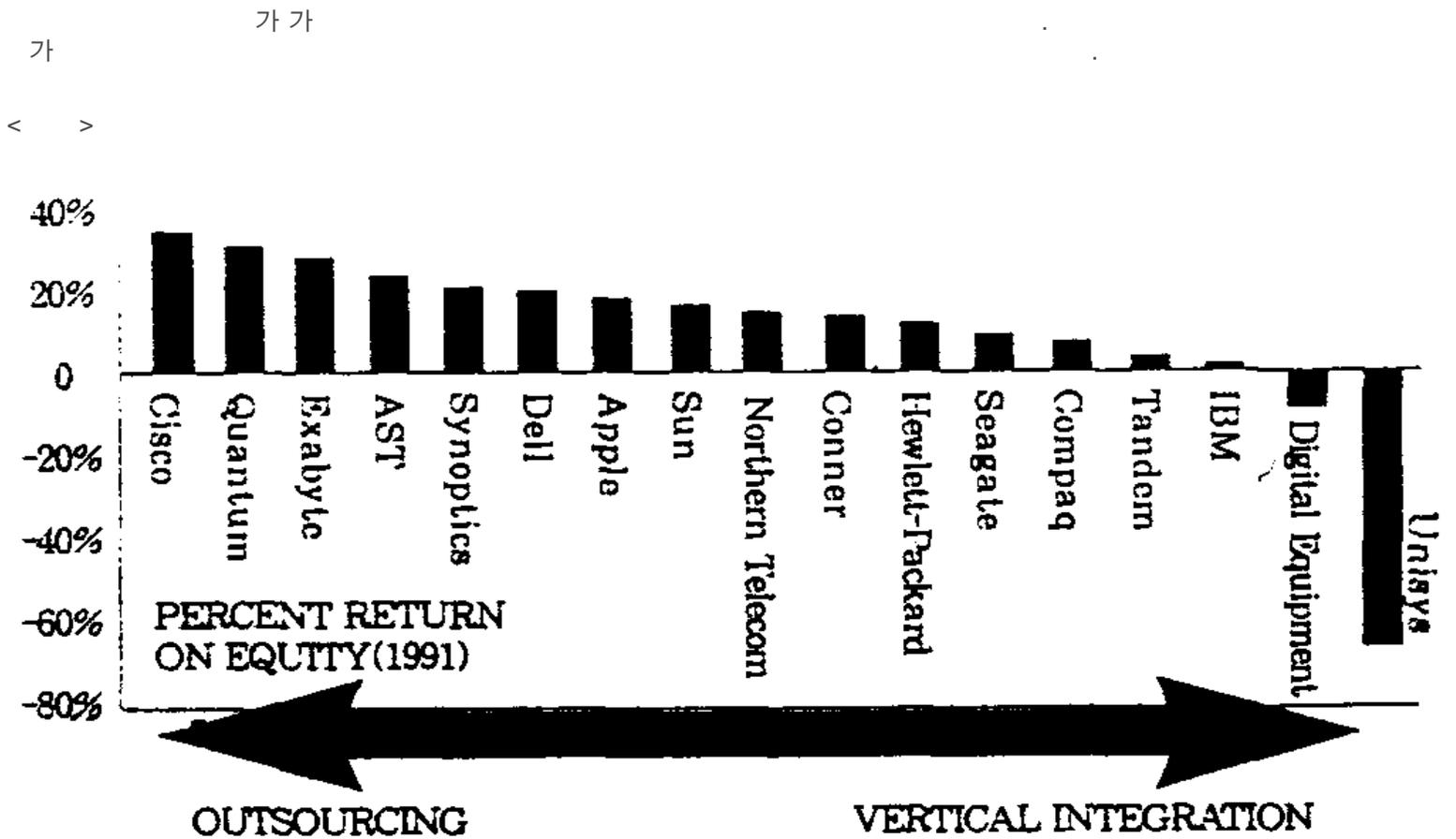
Dell Computer SCI 社 2 Dell  
IBM Dell

TelePad GVO Inc. 가  
IBM

가 < > , 가 가

: MCI, General Motors

, 가 MCI  
GM 240 GM 200,000  
14% 5 70% 12



('electronic contract')

(broker: 가

1980

Saxenian(1990) 1980 가 1980  
RISC  
'start - up'

가  
가 가

Saxenian , 가 ,  
가 ( )

Nagel Rappaport Gilder  
가

Florida(1990)

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- \* Anna L.Saxenian(1990). "The Origins and Dynamics of Production Networks in Silicon Valley". *Research Policy* .1990.5.
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March-April

\* "The Virtual Corporation",

*Business Week*, February 8, 1993

\* "The Modular Corporation",

*Fortune*, February 8, 1993

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