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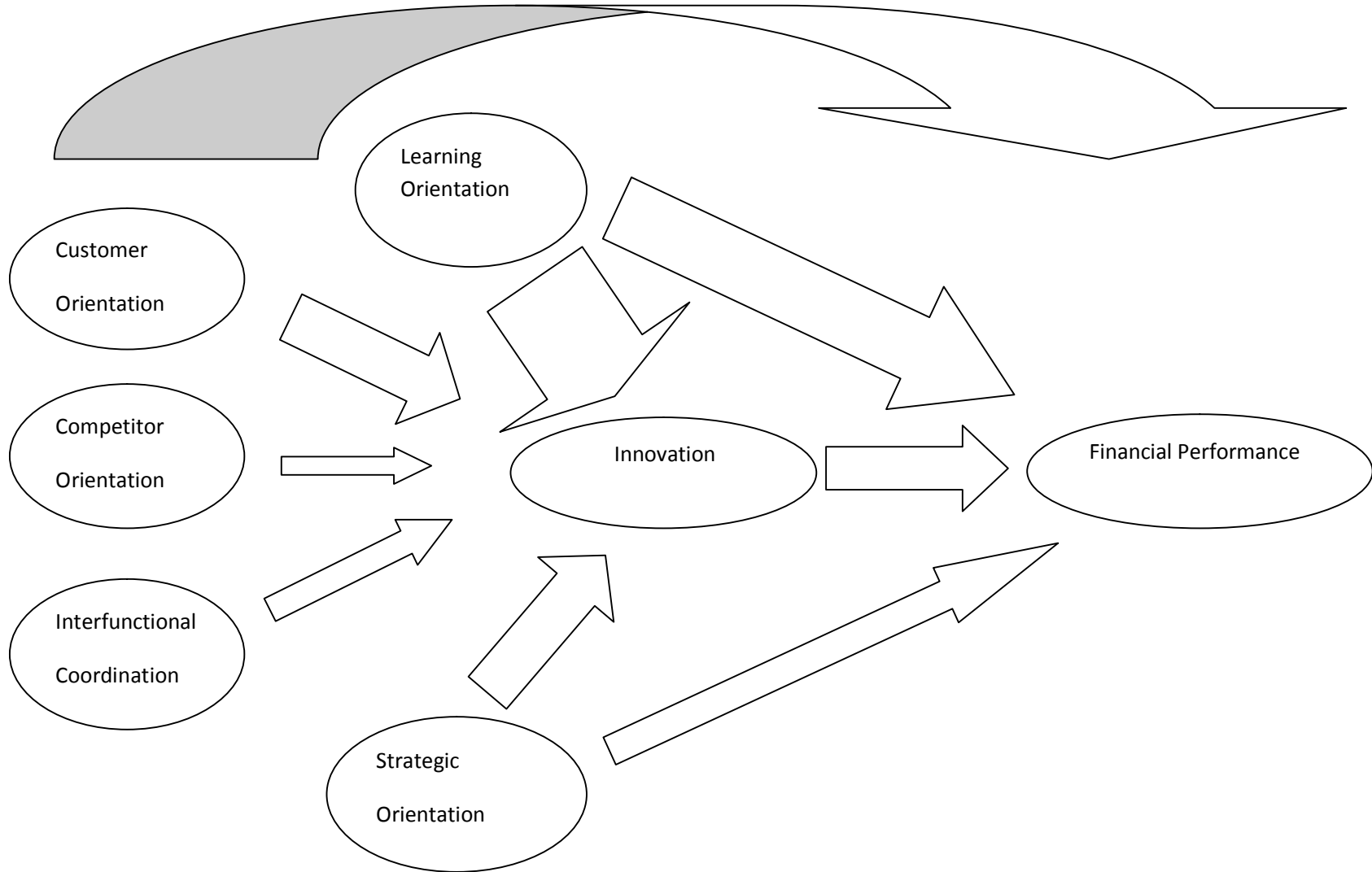


Fig 1. Impact of elements of market orientation and other factors upon financial performance in small firms with limited competition. Thickness of arrows represents size of effect.