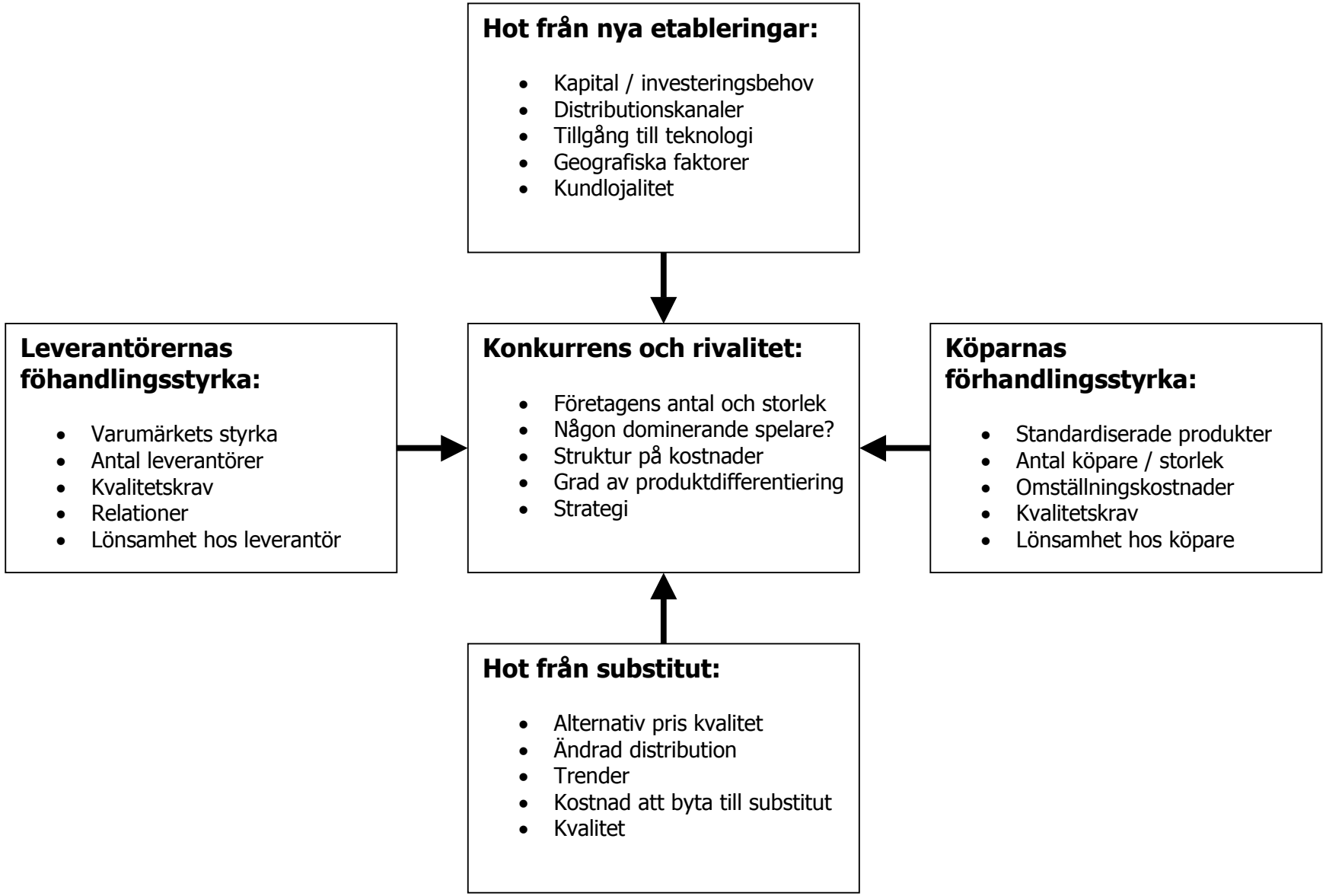Porter's Fem Krafter om Konkurrenskraft