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|  | Influences  | Illustrations  | Implications  |
| Globalisation  |  |  |  |
| Technology  |  |  |  |
| Quality Expectations  |  |  |  |
| Cost Based competition  |  |  |  |
| Government Policies  |  |  |  |
| Legal Regulation  |  |  |  |
| Environmental Sustainability  |  |  |  |
| Ethical and Social Responsibility  |  |  |  |

QANTAS

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