

**DEREGULATION AND PRIVATIZATION.
IN ARGENTINA: THE EFFECTS IN THE STRATEGIC
REPOSITIONING OF YPF**

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This is the last article that the authors dedicate to the study of the global oil competition game adopting the theoretical tools proposed by Michael Porter. The paper describes the changes on the competitive strategy and strategic positioning of Argentinean YPF before and after privatization. Starting by a general description of the competitive environment in Argentina before 1990, it is introduced the initial strategic positioning of YPF. Then, the authors analyze the changes on the industry structure and on YPF's strategic positioning after privatization. Both the upstream and the downstream side of the industry are considered.