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The Competitive Strategy

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The goal of competitive strategy for a business unit in an industry is to find a position in the industry where the company can best defend itself against these competitive forces or can influence them in its favor.

Competitive Strategy: Techniques

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Competitive Strategy is divided into three parts. In the first part covering chapters one to eight, Porter presents a framework for how to analyze an industry and its competitors. His famous five forces, the key concept of the book, act as a base for the analysis.

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Porter introduces one of the most powerful competitive tools yet developed: his three generic strategies—lowest cost, differentiation, and focus—which bring structure to the task of strategic positioning.

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Focus on a particular segment, product, or market: The ultimate competitive strategy is to choose a specific buyer profile, geographical area, or product niche that allows you to achieve scale gains. Pepsi, for example, is a case of a company that has managed to

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restructure itself by adopting a strategic focus.

Competitive Strategy PDF Summary - Michael E. Porter ...

Porter, M. E. Competitive Strategy: Techniques for Analyzing Industries and Competitors. New York: Free Press, 1980. (Republished with a new

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task of strategic positioning.

Competitive Strategy | Book by Michael E. Porter ...

A more in-depth explanation of this method can be read here. His follow-up was named Competitive Strategy, which introduced the concepts of Generic Strategies. This framework was based on

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the assertion that in order to maintain above average long term profitability, a firm requires a sustainable competitive advantage.

Successful Competitive Strategy Examples from Startups ...

What is Competitive Strategy?

Competitive Strategy is defined as the

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long term plan of a particular company in order to gain competitive advantage over its competitors in the industry. It is aimed at creating defensive position in an industry and generating a superior ROI (Return on Investment).

Competitive Strategy Definition, Example, Types & Overview ...

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Buy The Competitive Strategy: Techniques for Analyzing Industries and Competitors Export by Porter, Michael E. (ISBN: 9780743260886) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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industry as a whole and predict the industry's future evolution, to understand its competitors and its own

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Competitive strategy : techniques for analyzing industries ...

Porter, Michael E. Competitive Strategy: Techniques for Analyzing Industries and

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Competitive Strategy Techniques for Analyzing Industries and Competitors (Paperback) Published January 1st 2004 by Free Press Paperback, 416 pages

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