

## COMPETITIVE ADVANTAGE MICHAEL PORTER PDF

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Definition of competitive advantage and a discussion of its sourcesThe Competitive Advantage (CA) model of Porter learns that competitive strategy is about taking offensive or defensive action to create a defensible position Porter and Competitive Advantage The information revolution and the tales of competitive advantage have certainly altered how managers throughout business see â€|Title: Value Chain (Michael Porter in his book "Competitive Advantage: Creating and Sustaining superior Performance" (1985) Author: ntsbagga Last modified byAug 04, 2008 Â &#0183;&#32;â€œCompetitive Advantageâ€• is the title of a book by Michael Porter (see article) which became a bible of business thinkers in the late 1980s With its

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**The Competitive Advantage: Creating and Sustaining ...** The Competitive Advantage: Creating and Sustaining Superior Performance NY: Free Press, 1985 (Republished with a new introduction, 1998)Harvard Business School professor Michael Porter, who literally wrote the book on competitive advantage Photo: Ross Setford/Getty ImagesIt changes industry structure and, in so doing, alters the rules of competition It creates competitive advantage by giving companies new ways to outperform their rivalsPorter's Five Forces Framework is a tool for analyzing competition of a business It draws from industrial organization (IO) economics to derive five forces that Porter's generic strategies describe how a company pursues competitive advantage across its chosen market scope There are three/four generic strategies, either lower

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