

## Competitive Strategy Techniques For Analyzing Industries And Competitors

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### Competitive Strategy Techniques For Analyzing

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### Competitive Strategy: Techniques for Analyzing Industries ...

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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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In it, Porter analyzes the complexity of the new competitive landscape in its five main forces. Also, it introduces a simple model with three generic strategies (low cost, differentiation, and focus) that help leaders around the world design their strategic positioning. Techniques for Analyzing Industries and Competitors

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analyze the five forces that mold the environment in which they compete - new entrants, substitute products, buyers, suppliers, and industry ...

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