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Michael E. Porter, one of the world's leading authorities on competitive strategy and international competitiveness, is the C. Roland Christensen Professor of Business Administration at the Harvard Business School. In 1983, Professor Porter was appointed to President Reagan's Commission on Industrial Competitiveness, the initiative that triggered the competitiveness debate in America.

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The model of the Five Competitive Forces was developed by Michael E. Porter in his book „Competitive Strategy: Techniques for Analyzing Industries and Competitors“in 1980. Since that time it has become an important tool for analyzing an organizations industry structure in strategic processes.

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Competitive strategy is the search for a favorable competitive position in an industry, the fundamental arena in which competition occurs. Competitive strategy aims to establish a profitable and sustainable position against the forces that determine industry competition. Two central questions underlie the choice of competitive strategy.

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Competitive Strategy by Michael Porter

Competitive strategy is a long-term action plan of a company which is directed to gain competitive advantage over its rivals after evaluating their strengths, weaknesses, opportunities and threats in the industry and compare it with your own. Michael Porter, a professor at Harvard presented competitive strategy concept.

What is Competitive Strategy - Definition, Types & Examples

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Competitive Strategy (Audiobook) by Michael E. Porter ...

Porter, M. E. Competitive Strategy: Techniques for Analyzing Industries and Competitors. New York: Free Press, 1980. (Republished with a new introduction, 1998 ...

Competitive Strategy: Techniques for Analyzing Industries ...

Michael Porter's book, Competitive Strategy, forms the basis for much of what is taught in a modern Business Strategy course in an MBA program. Porter lays a foundation for understanding an industry at a macro level. How is the industry structured? With few or many competitors, similarly sized or varied?

Competitive Strategy: Techniques for Analyzing Industries ...

published "How Competitive Forces Shape Strategy" by a young economist and associate professor, Michael E. Porter. It was his first HBR article, and it started a revolution in the strategy field.

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