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Jeffrey Harrison explains in the book "Foundations in Strategic Management" that a competitive advantage

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is best gained when the company has resources, be it labor, know-how or products that are difficult to imitate.

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everything can be considered as competitive edge, e.g. higher profit margin, greater return on assets, valuable resource such as brand reputation or unique competence in producing jet engines.

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leadership, Strategy and Management for Competitive Advantage presents a comprehensive approach to strategy development that stresses the importance of trade-offs and fit in achieving and sustaining a competitive advantage.

Strategy and Management for Competitive

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What is Competitive Advantage? It is a truism that strategic management is all about gaining and maintaining competitive advantage. The term can be defined to mean “anything that a firm does especially well when compared with rival firms”.

What is Competitive

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When pursuing a cost-leadership strategy, a firm offers customers its product or service at a lower price than its rivals can. To achieve a competitive advantage over rivals in the industry, the successful cost leader tightly controls costs throughout its value chain activities.

8.6 Competition,

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The purpose of strategic management is to create competitive advantage. But how do companies know they have competitive advantage? In the long term, competitive advantage will lead to greater profitability. But in the shorter term, it is difficult for companies to assess how well they are

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Differentiation
advantage is when a
business provides
better products and
services as its
competitors. In Porter's
view, strategic

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management should be concerned with building and sustaining competitive advantage.

Competitive advantage seeks to address some of the criticisms of comparative advantage.

Competitive advantage - Wikipedia

Just the essentials
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Advantage" strips out excess by only presenting material that answers the question: does this concept help students analyze cases and real business situations? This carefully crafted approach provides readers with all the tools necessary for strategic analysis.

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This study examined the impact of strategic management on competitive advantage and organization performance in Nigerian bottling company using the resource based theory as its theoretical basis because the theory explains how competitive advantage and superior performance of an

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organization is explained by the distinctiveness of its resources and capabilities which constitutes central considerations in formulating its strategy.

IMPACT OF STRATEGIC MANAGEMENT ON COMPETITIVE ADVANTAGE ...

VRIO analysis stands for four questions that

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ask if a resource is:
valuable? rare? costly
to imitate? And is a
firm organized to
capture the value of
the resources? A
resource or capability
that meets all four
requirements can bring
sustained competitive
advantage for the
company. Adopted
from Rothaermel's
(2013) 'Strategic
Management', p.91

VRIO Framework -
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Formulation (Chap 5-6)
Decisions made by
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