

ARTICLE REVIEW

Title

The five competitive forces that shape strategy

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sumo

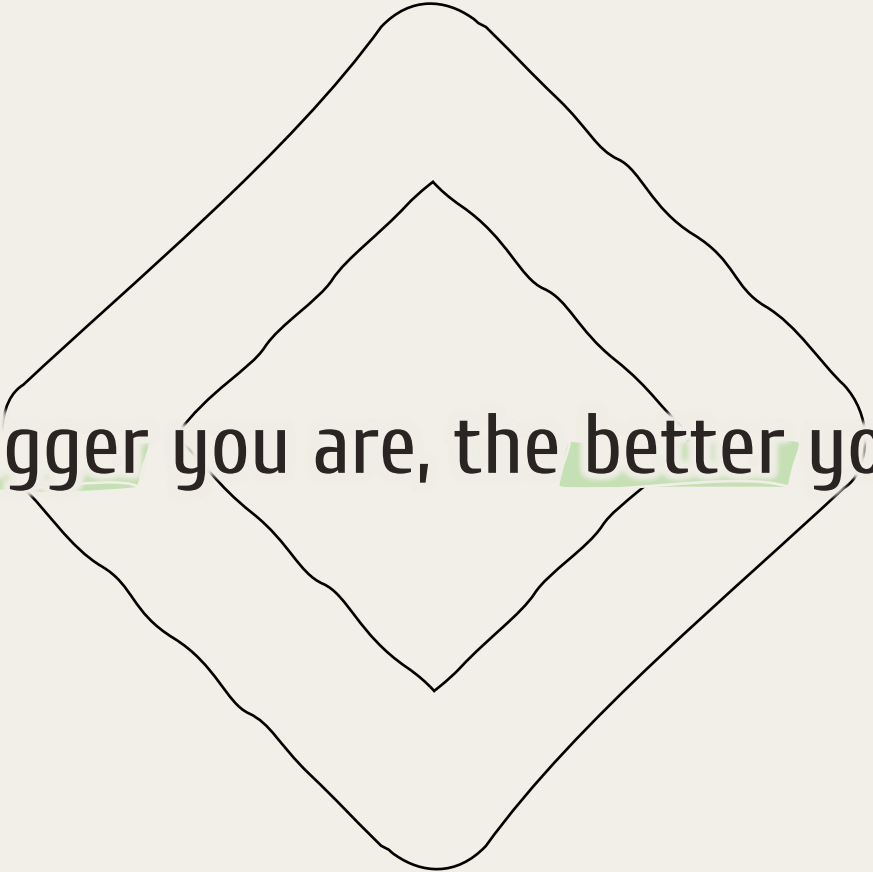


sumo

The more weight a wrestler has, the more dominant he is.

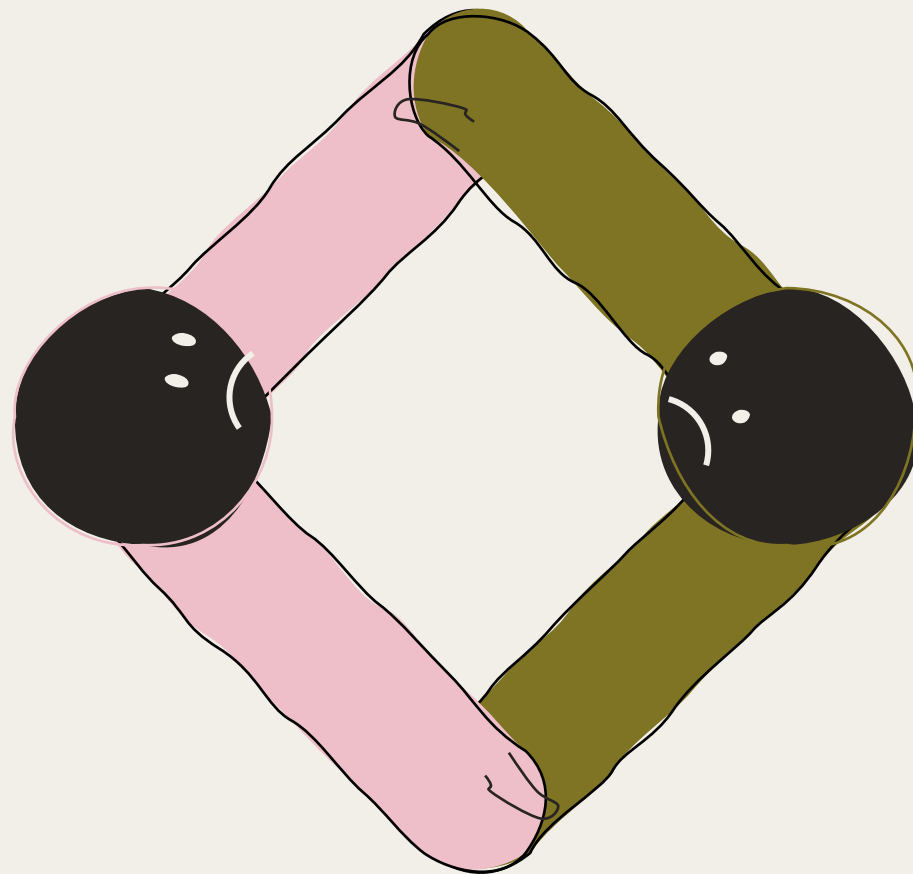


In SPORTS COMPETITIONS



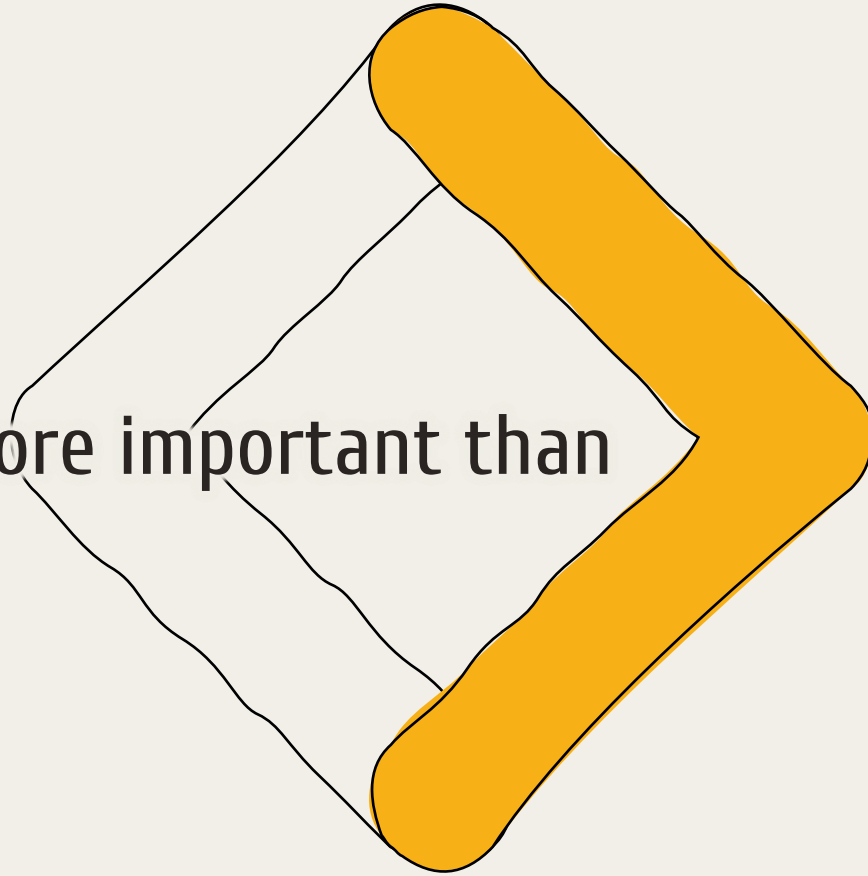
The bigger you are, the better you are.

IN BUSINESS COMPETITION,



THE MOST IMPORTANT IS...

Profitability is more important than



company size.

PORTER'S FIVE FORCES

Featured Work

On Competition, Updated and Expanded Edition

Research Summary

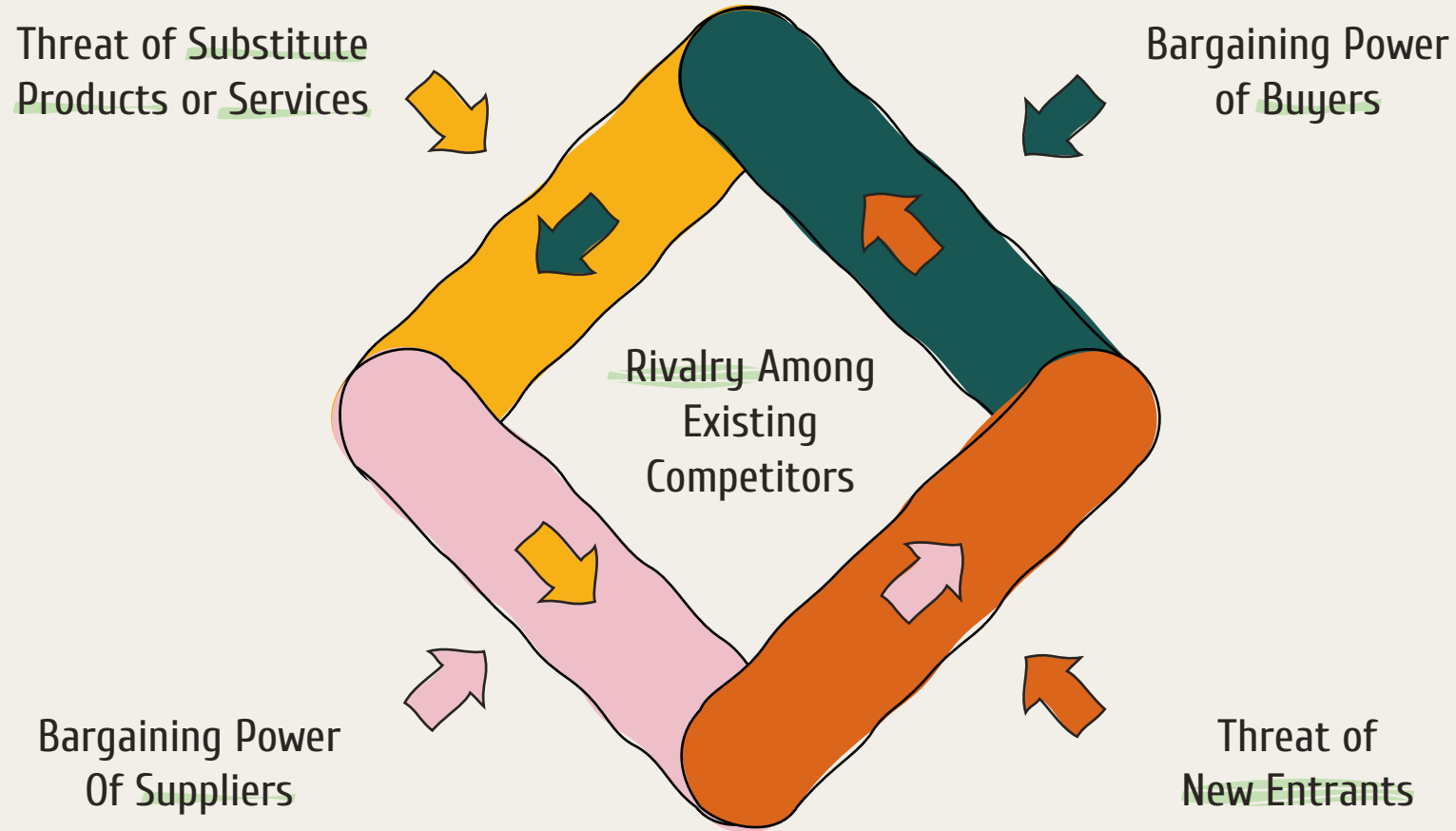
- The Competitive Advantage of Nations and Regions
- Clusters and Competition
- National Innovative Capacity and the Ideas Production Function
- Sustainable Inner-City Economic Development
- Competitive Strategy
- ...



Michael E. Porter

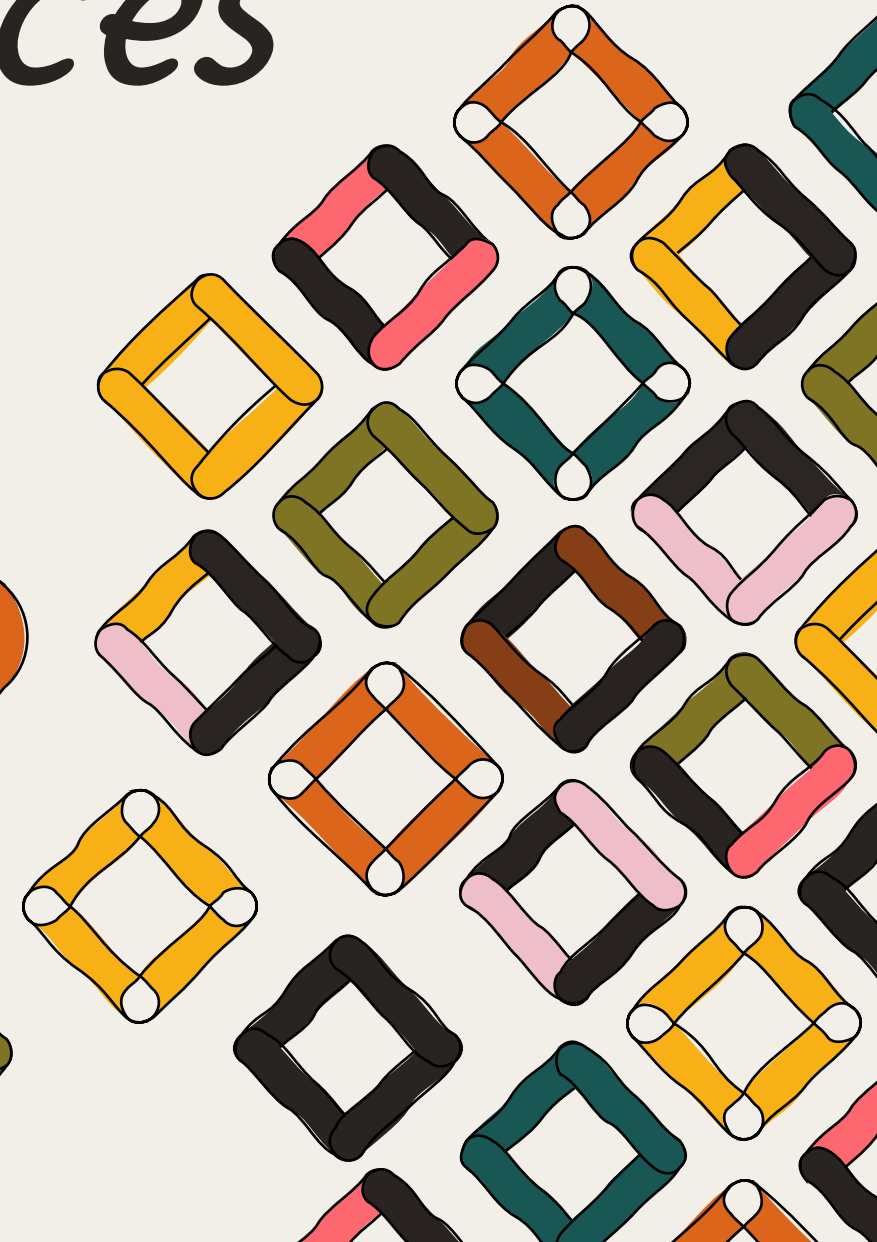
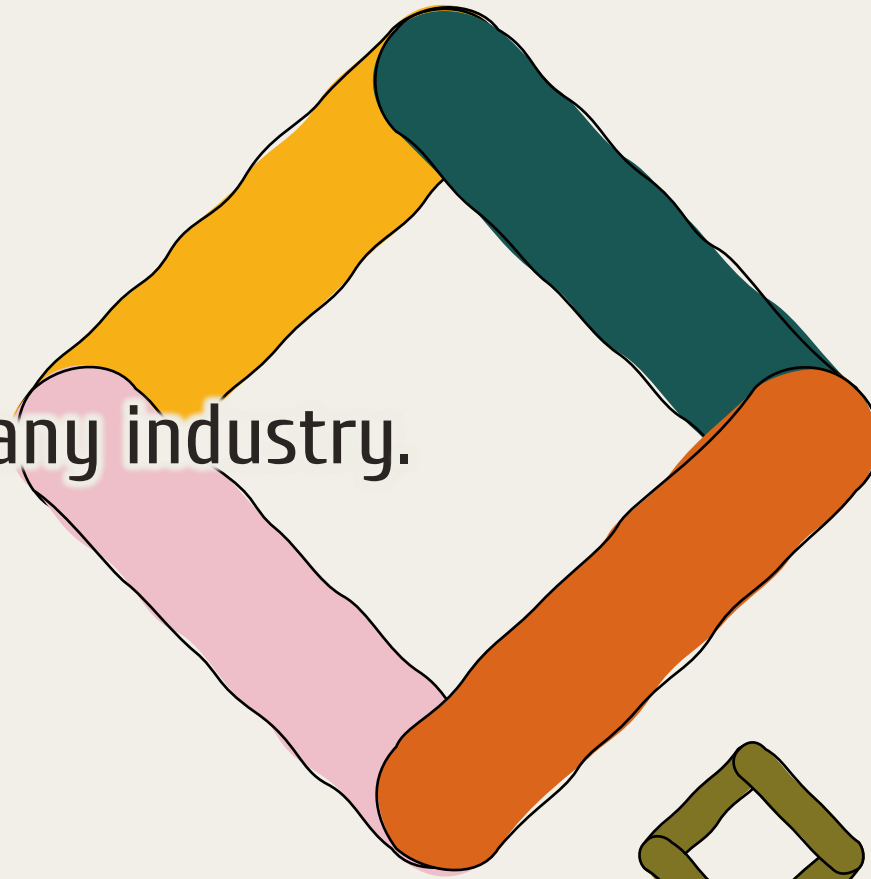
Bishop William Lawrence University
Professor

THE FIVE FORCES



THE FIVE FORCES

According to Porter,
it can be applied to any industry.



THANKS!

If you are interested or have questions,
please feel free to talk to me after my presentation.



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