

# ARTICLE REVIEW

Title

The five competitive forces that shape strategy

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*sumo*

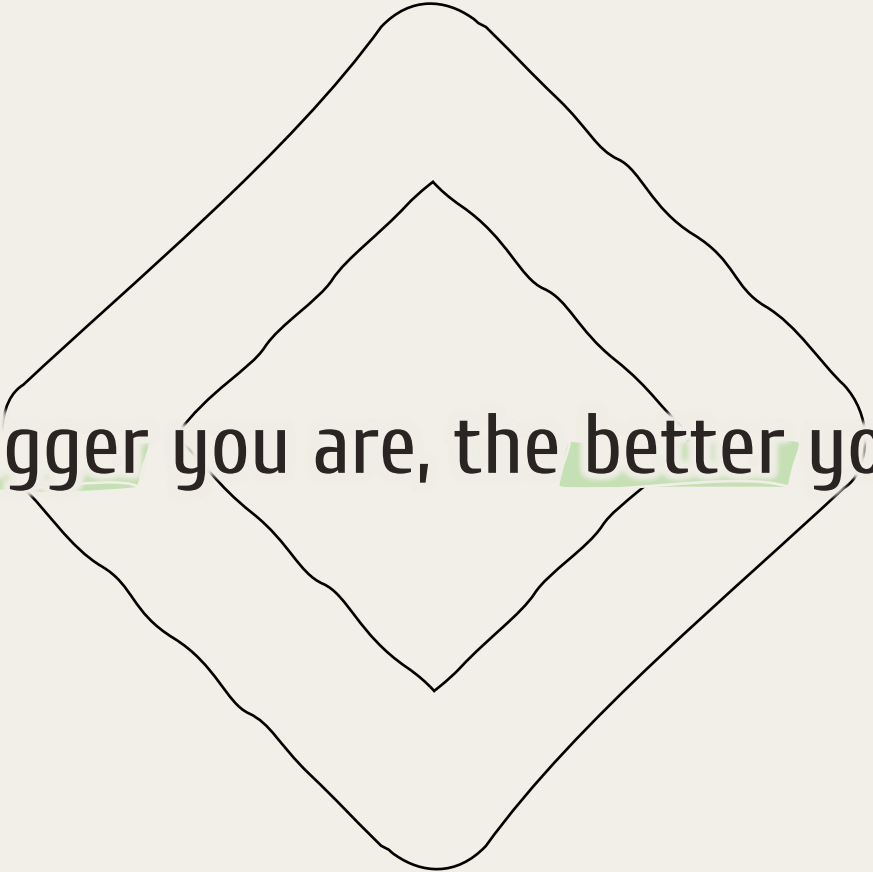


# *sumo*

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

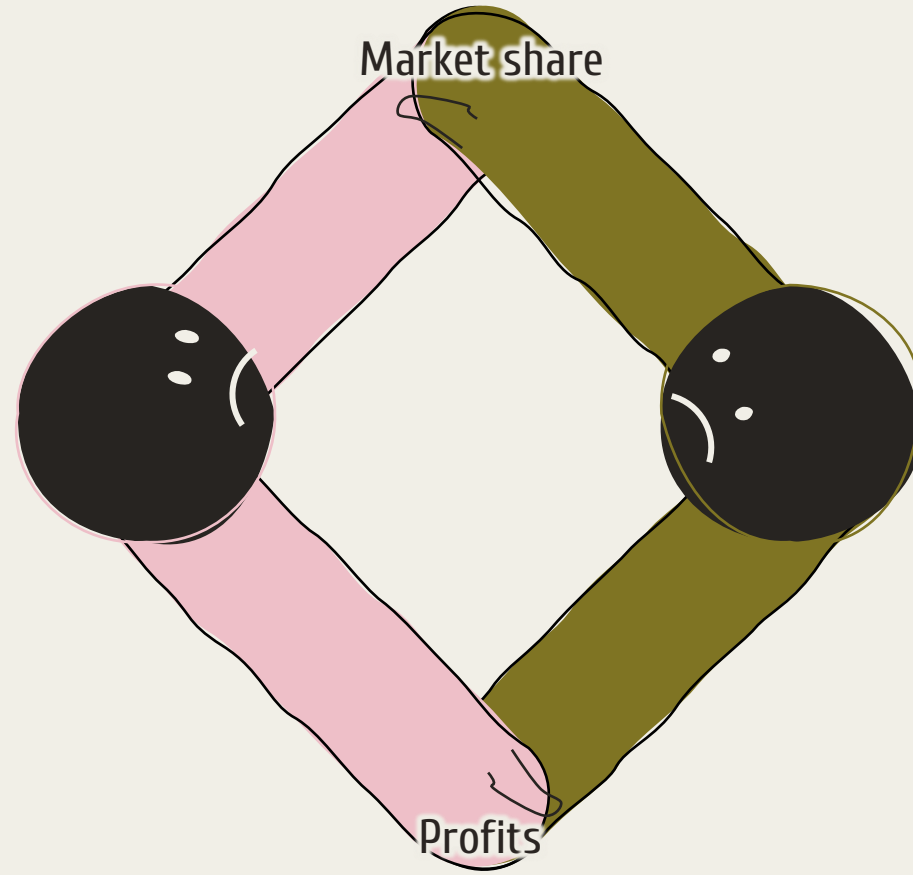


# *In SPORTS COMPETITIONS*



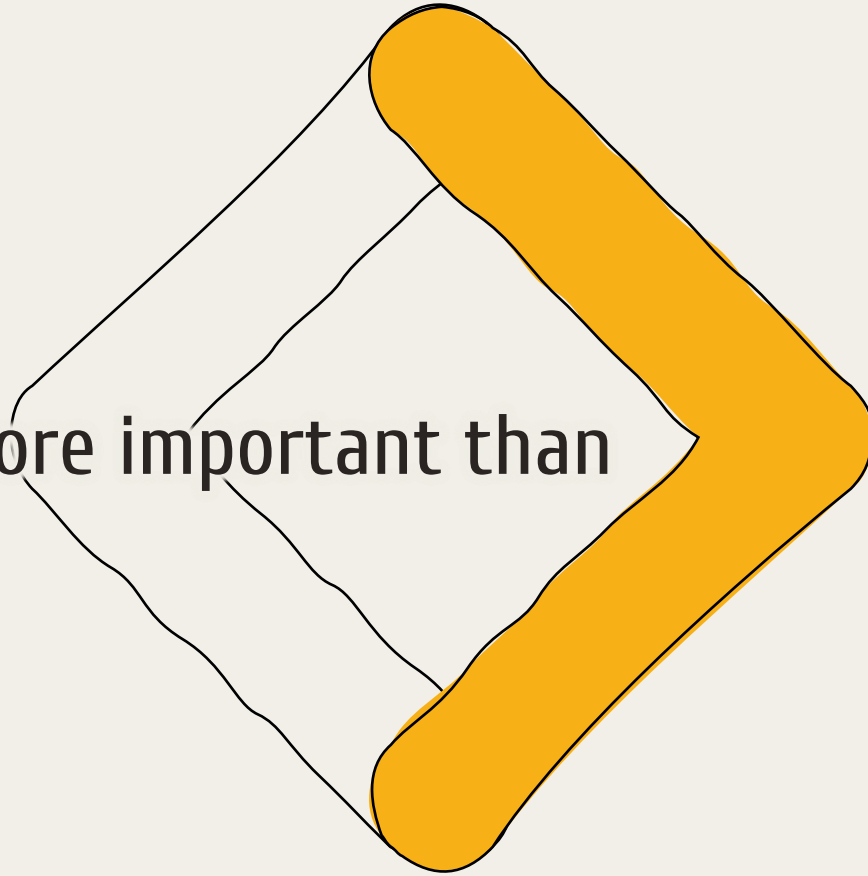
The bigger you are, the better you are.

# *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

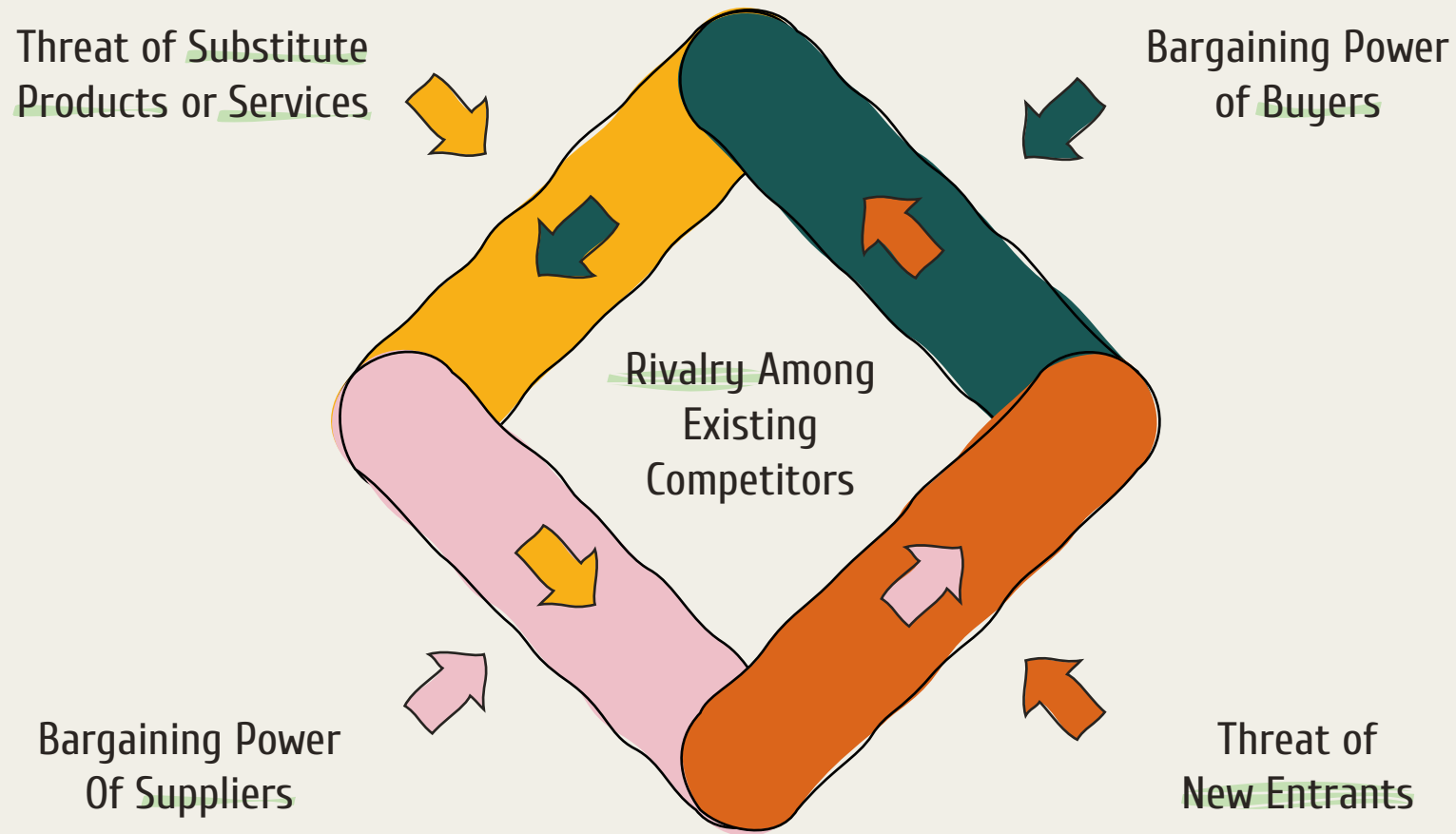
- The Competitive Advantage of Nations and Regions
- Clusters and Competition
- National Innovative Capacity and the Ideas Production Function
- Sustainable Inner-City Economic Development
- Competitive Strategy
- ...



Michael E. Porter

Bishop William Lawrence University  
Professor

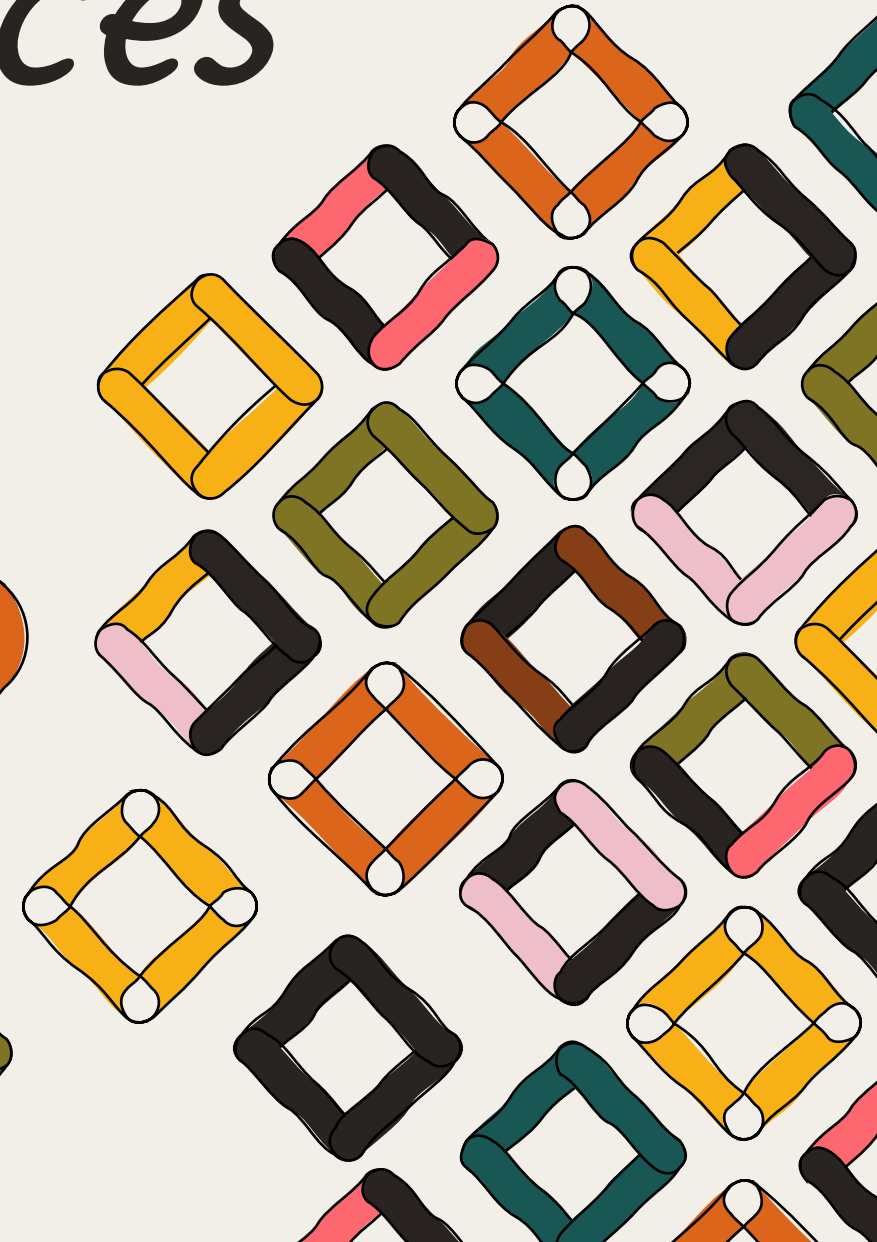
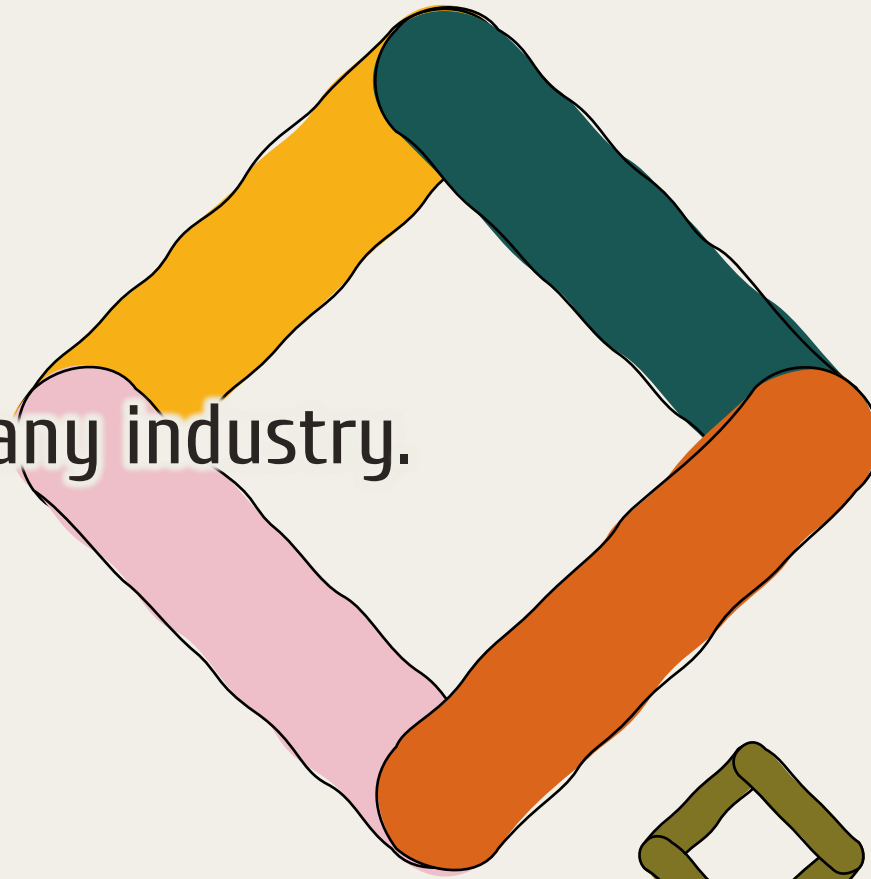
# *THE FIVE FORCES*





# *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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