
ECONOMICS AND MANAGEMENT OF INNOVATION 2021-2022 - SCQ1098279

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> [2021-SC2598-000ZZ-2021-SCQ1098279-N0](#) > Chapters Questions > **[Questions on Chapter 6](#)**

Questions on Chapter 6

- 1.What is the difference between a strength, a competitive advantage, and a sustainable competitive advantage?
- 2.What makes an ability (or set of abilities) a core competency?
- 3.Why is it necessary to perform an external and internal analysis before the firm can identify its true core competencies?
- 4.Pick a company you are familiar with. Can you identify some of its core competencies?
- 5.How is the idea of "strategic intent" different from models of strategy that emphasize achieving a fit between the firm's strategies and its current strengths, weaknesses, opportunities and threats (SWOT)?
- 6.Can a strategic intent be too ambitious?

◀ [Questions on Chapter 5](#)

Vai a...

[Questions on Chapter 7](#) ▶

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