

Strategy: narrow needs of many, broad needs of few

make tradeoffs, creating "fit"

NOT about benchmarking

Capabilities: talent, speed, shared mind-set, accountability, collaboration

Developing & maintaining strategy

Competitive product strategy:

5 forces 1) Rivalry

2) threat of new entrants

3) threat of substitute products

4) bargaining power of suppliers

5) " " " buyers

Competitive analysis

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