

Business Strategy Examples: Four Strategies Businesses Use to Make Money

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Business strategy defines the approach, tactics and strategic plan adopted by a business to attract customers and achieve its business goals. It is a very broad term that encapsulates everything a business does to make money. From partnering with other firms and attracting top talent to acquiring new technology all comes under the gamut of business strategy.

In this article, we will look at a few common business strategies and see some actual examples of the same from the business world. You can learn more about different business concepts with this [simple smart business system](#).



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