

# GAINING AND SUSTAINING COMPETITIVE ADVANTAGE2ND SECOND EDITION

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**What is the first step to gain and sustain a competitive advantage 2?** What is the first step to gain and sustain competitive advantage? Define the organization's vision, mission and values.

**What is competitive advantage in e-commerce?** eCommerce companies that find ways to lower their costs and offer lower prices, without jeopardising their product quality, have a competitive advantage.

**What is the concept of competitive advantage and how organizations can sustain it over time?** By definition, a sustainable competitive advantage refers to a company's unique superiority over its competitors, allowing it to maintain its leading position in the market. This upper hand can stem from various sources, including branding, customer service, technology, product design, and distribution channels.

**What is the difference between competitive and comparative advantage?** Competitive advantage refers to a company's ability to outperform its competitors. Comparative advantage is how a business lowers costs to gain leverage against its competitors.

**How to gain and sustain competitive advantage?**

**What are the 2 main strategy options to gain competitive advantage?** Competitive Advantage Areas To build a competitive advantage, a company can use one of three main methods: Cost: Provide offerings at the lowest price.

Differentiation: Provide offerings that are superior in quality, service, or features.  
Specialization: Provide offerings narrowly tailored to a focused market.

**What are the four criteria of sustainable competitive advantage?** To lead to a sustainable competitive advantage, a resource or capability should be valuable, rare, inimitable (there are no substitutes), and possessed by the organization despite it being costly to imitate in terms of time or money or both.

**What are the five key competitive advantages?**

**What is competitive advantage in simple words?** A competitive advantage is anything that gives a company an edge over its competitors, helping it attract more customers and grow its market share. A competitive advantage can take three primary forms: Cost advantage—producing a product or providing a service at a lower cost than competitors.

**What is the aim of achieving competitive advantage and sustainability?** Your competitive advantage is what you, your company, or your department does better than anyone else. The sustainable part refers to your ability to continue doing those things long-term. And yes, you can have more than one advantage, and you can also develop advantages.

**What are the barriers to sustaining competitive advantage?**

**How can a company gain competitive advantage?**

**What is better than competitive advantage?** A comparative advantage means the opportunity cost to the customer is lower when they choose you over your competition.

**What are the three main types of competitive advantage?** There are three main types of sustainable competitive advantage: differentiation, cost leadership, and focus advantage.

**How will you determine if a company has a competitive advantage?**

**What is the first step in creating a sustained competitive advantage?** Market research can be an incredibly powerful tool for identifying and developing your

sustainable competitive advantage. In fact, just using data and analytics to inform your strategy can put you ahead.

**What is the first step to identify the competitive advantage?** For a competitive advantage to be established, it is important to know the following: Value proposition: A company must clearly identify the features or services that make it attractive to customers. It must offer real value in order to generate interest.

**What is the first step for a firm to take in creating a competitive advantage?** A critical first step is to conduct a competitive analysis to learn the strengths and weaknesses of rival firms so you can create and communicate a competitive advantage to your target customers.

**What is the first competitive advantage?** A first mover is a service or product that gains a competitive advantage by being the first to market with a product or service. Being first typically enables a company to establish strong brand recognition and customer loyalty before competitors enter the arena.

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**What is the McGraw Hill controversy?** Textbook publisher McGraw-Hill is revising all of their World Geography textbooks to edit a controversial statement made. This occurred after a Houston mother saw her freshman son's textbook, which called slaves “workers.”

**What is the new name for McGraw Hill?** In February 2016, McGraw–Hill announced that McGraw–Hill Financial would change its name to S&P Global Inc. by the end of April 2016. McGraw Hill Financial officially changed its name following a shareholder vote on April 27, 2016.

**Who did McGraw Hill merge with?** LOS ANGELES and NEW YORK (August 2, 2021) – Platinum Equity announced today that it has completed the acquisition of McGraw Hill, a global leader in educational content and digital platforms, for a purchase price of approximately \$4.5 billion.

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**Trigonometry 10th Edition by Lial: Questions and Answers**

- 1. What is the value of  $\sin(\pi/6)$ ?** Answer:  $1/2$
- 2. Find the exact value of  $\cos(2\pi/3)$ .** Answer:  $-1/2$
- 3. If  $\tan(\theta) = 3$ , what is the value of  $\theta$ ?** Answer:  $\theta = \arctan(3) \approx 71.6^\circ$
- 4. The length of the hypotenuse of a right triangle is 10 cm. If one leg is 6 cm, what is the length of the other leg?** Answer: 8 cm

**5. A tree casts a shadow that is 20 feet long. The angle of elevation from the end of the shadow to the top of the tree is  $30^\circ$ . How tall is the tree?** Answer: 11.55 feet

## **The Theory of Laser Materials Processing: Heat and Mass Transfer in Modern Technology**

**1. What is Laser Materials Processing?** Laser materials processing refers to the use of lasers to modify the properties or shape of materials through the interaction of light with matter. Laser beams provide precise, high-energy beams that can melt, vaporize, or ablate (remove) material, enabling intricate designs and precise control.

**2. How Does Heat Transfer Occur in Laser Materials Processing?** When a laser beam strikes a material, it is absorbed and converted into heat. The heat flows through the material by conduction, convection, and radiation. Conduction is the transfer of heat through direct contact between neighboring atoms or molecules. Convection is the transfer of heat by the movement of fluids (e.g., gases or liquids). Radiation is the transfer of heat through electromagnetic waves.

**3. How Does Mass Transfer Occur in Laser Materials Processing?** Mass transfer is the movement of material from one location to another. In laser materials processing, mass transfer can occur by vaporization, ablation, or diffusion. Vaporization is the process of converting a solid or liquid into a gas. Ablation is the removal of material by evaporation or chemical reactions. Diffusion is the movement of atoms or molecules from a region of high concentration to a region of low concentration.

**4. What are the Applications of Laser Materials Processing?** Laser materials processing has numerous applications in modern technology, including:

- Micromachining: Creating small, precise structures on surfaces for microelectronics, optics, and medical devices.
- Welding: Joining materials together with high precision and strength.
- Cutting: Excising intricate shapes and patterns from materials.
- Surface Modification: Altering the surface properties of materials for improved wear resistance, corrosion resistance, or adhesion.

**5. What Factors Influence Heat and Mass Transfer in Laser Materials Processing?** Several factors influence heat and mass transfer in laser materials processing, including:

- Laser power: Higher power lasers generate more heat and facilitate faster mass transfer.
- Laser wavelength: Different wavelengths penetrate materials at different depths, affecting the location of heat and mass transfer.
- Material properties: The thermal conductivity, melting point, vaporization temperature, and other properties of the material influence heat and mass transfer.
- Process parameters: Laser beam shape, scan speed, and pulse duration affect the heat input and resulting temperature distribution.

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