

Marketing of services - a total approach to achieving competitive advantage

McGraw-Hill - What is Competitive Strategy



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What Is Apple's Competitive Advantage in Its Industry?

The purpose of this study is to analyze and provide empirical evidence on; - To examine the relationship between product innovation and sustainable competitive advantage, - To examine the relationship between product innovation and market driving and - To examine the relationship between market driving and sustainable competitive advantage.

Competitive Advantages through Customer Satisfaction

If your business already has a strength in service, consider doing more to focus in this area.

How to Gain a Competitive Edge

Finally, it is better to prevent customer dissatisfaction than to correct it after it is created.

The Importance of Competitive Advantage

These findings highlight critical deficits in the organization and clear opportunities for improvement—information that management then uses to create a comprehensive list of targeted changes. In addition, activity-based optimization will identify issues such as an unclear distribution of work across multiple departments or business units.

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