

***Competition Demystified A Radically Simplified Approach To
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In Competition Demystified: A Radically Simplified Approach to Business Strategy, author Bruce Greenwald tries to argue that one can analyze competition in a simpler way than Porter's Five Forces. Mr. Greenwald proposes to focus only on one factor: the barrier to entry.

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Bruce Greenwald. Bruce Corman Norbert Greenwald (born August 15, 1946), is a professor at Columbia University 's Graduate School of Business and an advisor at First Eagle Investment Management. He is, among others, the author of the books Value Investing: from Graham to Buffett and Beyond and Competition Demystified: A Radically Simplified Approach...

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