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Dess, Lumpkin, Eisner and McNamara Strategic Management: Text and Cases 6 2012 11 Hill and Jones Strategic Management: An Integrated Approach 10 2013 11 Hitt, Ireland and Hoskisson Strategic Management: Competitiveness & Globalization 10 2013 8 Marcus Management Strategy: Achieving Sustained Competitive Advantage 2 2011 8 Pearce and Robinson ...

Guidelines for applying Porter's five forces framework: a ...

competition from strategic alliances & bankruptcy protection and increased costs of labour, fuel and security ... (as cited in Dess, Lumpkin & Eisner, 2008). ... Management should always be prepared for emergency to protect customer

Key Success Factors in Airlines: Overcoming the Challenges

Michael porter with regard to business level strategy proposes two generic competitive strategies for outperforming other companies in the competitive space in a particular industry. The two strategies are lower cost and differentiation strategies.

Porter's Generic Strategies | Definition & Types of ...

"Strategic Management: The Link Between The Agency Theory and The Company's Competitive Advantage", International Journal of Business and Soc ial Science, 2 (23), Special Issue, pp. 232-237.

(PDF) SWOT ANALYSIS: A THEORETICAL REVIEW

Globally, the non-alcoholic beverage industry is highly competitive. Opportunities exist via globalization accessibility to potentially larger markets and broader production conveniences, i.e. raw material, labor, skilled manager, and technical professionals (Dess, Lumpkin, Eisner, & McNamara, 2012).

Competitive Analysis of Coca-Cola: PEST and Porter's Five

Strategic Management Journal 31, núm. 13 (diciembre de 2010): 1527-1547. Christensen, H. Kurt. "Defining Customer Value as the Driver of Competitive Advantage". Strategy & Leadership 38, núm ...

Conceptos de Administración Estratégica, 14va. Edic.-Fred ...

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