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Management and Competitive Advantage (2009 ... On the other hand, strategic management seeks competitive advantage and sustainable market growth by effectively managing all resources of the organization. The strategic management process entails several pertinent issues that need clarification for better understanding. Strategic Management: Meaning, Concepts, Examples (Explained) Differentiation advantage is when a business provides better products and services as its competitors. In Porter's view, strategic management should be concerned with building and sustaining competitive advantage. Competitive advantage seeks to

address some of the criticisms of comparative advantage. Competitive advantage - Wikipedia Strategic Management and Competitive Advantage by Jay Barney, William Hesterly, 2009, Pearson Education, Limited edition, in English Strategic Management and Competitive Advantage (2009 ... The strategic management process is a sequential set of analyses and choices that can increase the likelihood that a firm will choose a good strategy; that is, a strategy that generates competitive advantages. An example of the strategic management process is presented in Figure 1.1.

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