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I first encountered Michael Porter's work when I was an MBA student at Harvard in the early 1980s and his course, "Industry and Competitive Analysis," was the hottest new offering in the curriculum.

Understanding Michael Porter - Anzisha Prize

Download "Understanding Michael Porter, by Joan Magretta | PDF + Summary" as PDF Michael Porter is considered the father of modern business strategy. One of Harvard Business School's most famous professors, he originated the ideas of "five forces" industry analysis, the value chain, and competitive advantage.

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Five forces. Industry structure. Differentiation. Relative cost. If you want to understand how companies achieve and sustain competitive success, Michael Porter's frameworks are the foundation.

Understanding Michael Porter: The Essential Guide to

Written by a long-time collaborator at the Harvard Business School, Understanding Michael Porter is divided into two parts: What You can start with On Competition, Updated and Expanded Edition , a dense masterwork.

Understanding Michael Porter: The Essential Guide to

Understanding Michael Porter sets the record straight, providing the first concise, accessible summary of Porter's revolutionary thinking. Written with Porter's full cooperation by Joan Magretta, his former editor at Harvard Business Review, this new book delivers fresh, clear examples to illustrate and update Porter's ideas.

Understanding Michael Porter: The Essential Guide to

Michael Porter's 5 forces model Michael Porter, an authority on competitive strategy, contends that a corporation is most concerned with the intensity of competition within

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Understanding Michael Porter: The Essential Guide to

A review of key strategy ideas from Michael Porter, without the Five Forces / Five Factors compiled from: "Understanding Michael Porter" The Essential Guide to Competition and Strategy by Joan Magretta. Harvard Business Review Press, copyright 2012 by Joan Magretta A good competitive strategy will result in sustainably superior performance.

Strategy ideas from Michael Porter-JAN 2016 - John Spence

Understanding Michael Porter sets the record straight, providing the first concise, accessible summary of Porter's revolutionary thinking. Written with Porter's full cooperation by Joan Magretta, his former editor at Harvard Business Review, this new book delivers fresh, clear examples to illustrate and update Porter's ideas.

Amazon.com: Understanding Michael Porter: The Essential

Understanding Michael Porter: An Indispensable Handbook on Strategy Posted on April 17, 2012 by David Shedd Published in December 2011, Joan Magretta's Understanding Michael Porter: The Essential Guide to Competition and Strategy, is an excellent and timely book about business strategy.

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