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1. The value of teamwork, which leads to task-oriented organizational flexibility.
2. Entrepreneurial drive, or the commitment to making things happen.
3. Open communication, rather than the preservation of confidentiality.
4. A shared belief

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that the enterprise can largely create its own future, ... Strategic Management for Competitive Advantage There is no one answer about what is competitive advantage or one way to measure it, and for the right reason. Nearly everything can be considered as competitive edge, e.g. higher profit margin, greater return on assets, valuable resource such as brand reputation or unique competence in producing jet engines. Competitive Advantage - Strategic Management Insight The Importance of Competitive Advantage in Strategic Management The company's management team is responsible for making strategic decisions regarding the staff, resources, supply chain and marketing efforts. Within each of these divisions,

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Competitive advantage seeks to address some of the criticisms of comparative advantage.

Competitive advantage rests on the notion that cheap labor is ubiquitous and natural Competitive advantage - Wikipedia This study examined the impact of strategic management on competitive advantage and organization performance in Nigerian bottling company using the resource based theory as its theoretical basis because the theory explains how competitive advantage and superior performance of an organization is explained by the distinctiveness of its resources and capabilities which constitutes central considerations in formulating its strategy. IMPACT OF STRATEGIC MANAGEMENT ON COMPETITIVE ADVANTAGE ... an

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integrated and coordinated set of commitments and actions the firm uses to gain a competitive advantage by exploiting core competencies in specific product markets

Corporate level strategy specifies actions a firm takes to gain a competitive advantage by selecting and managing a group of different businesses competing in different product markets

Strategic management and competitive advantage CH1 ... VRIO analysis stands for four questions that ask if a resource is: valuable? rare? costly to imitate? And is a firm organized to capture the value of the resources? A resource or capability that meets all four requirements can bring sustained competitive advantage for the company.

Adopted from Rothaermel's (2013)

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'Strategic Management', p.91 VRIO Framework - Strategic Management Insight The purpose of strategic management is to create competitive advantage. But how do companies know they have competitive advantage? In the long term, competitive advantage will lead to greater profitability. But in the shorter term, it is difficult for companies to assess how well they are creating competitive advantage. The Role of Strategy in Management | Principles of Management For courses in strategy and strategic management. Core strategic management concepts without the excess. Strategic Management and Competitive Advantage: Concepts and Cases strips out the unnecessary, by presenting

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