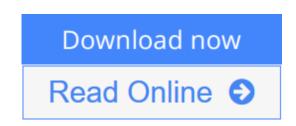


## Porter's Five Forces: Understand competitive forces and stay ahead of the competition (Management & Marketing Book 1)

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• Analyze the intensity of the competition within an industry and how this affects your business

• Increase or maintain your competitive advantage according to the analysis

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