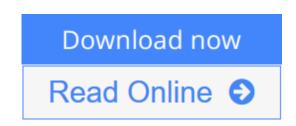


Porter's Five Forces: Understand competitive forces and stay ahead of the competition (Management & Marketing Book 1)

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In 50 minutes you will be able to:

• Understand the five forces that affect profitability and analyze each force in depth in relation to your company

• 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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- Rank: #188277 in eBooks
- Published on: 2015-09-17
- Released on: 2015-09-17
- Format: Kindle eBook

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