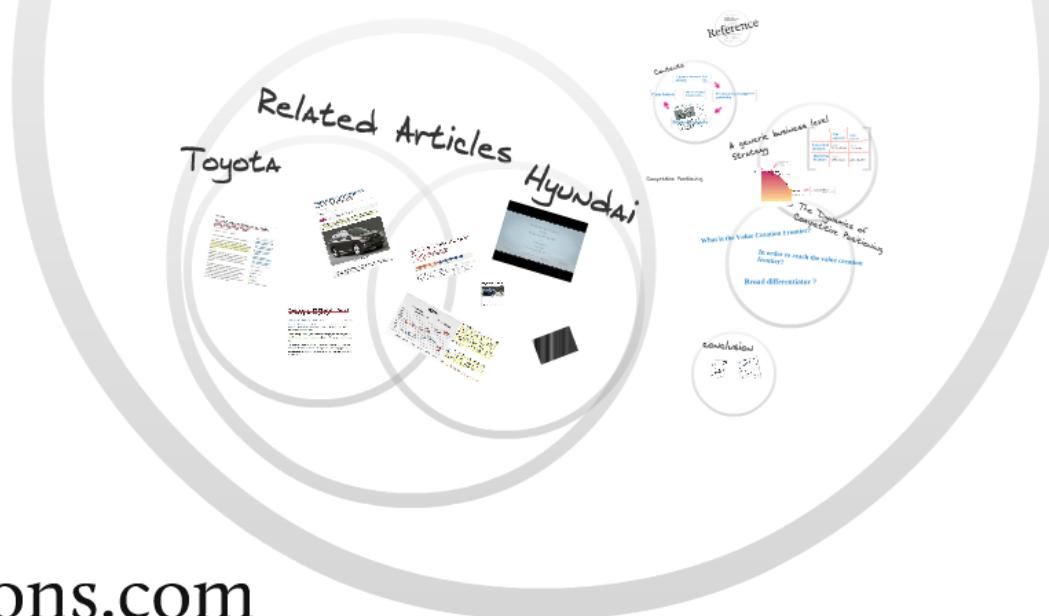


The Dynamics of Strategic Ability: Nokia's Rollercoaster

Strategic MANAGEMENT
Team3
Kimjisun, Kimjiyun, Yunjunho, Leekyungeun



Strategic MANAGEMENT Team3

Kimjisun, Kimjiyun, Yunjunho, Leekyungeun



Competitive Positioning

Contents

[A generic business level strategy]

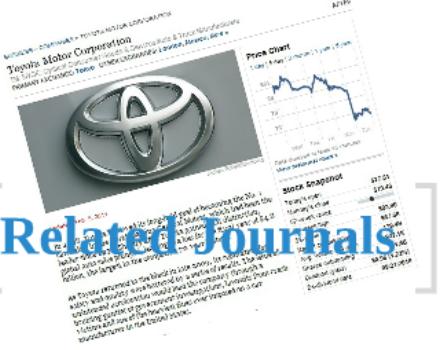
Cost leadership
Focus cost leadership
Differentiation
Focused differentiation

[Conclusion]

[Our Presentation
is going to be...]

[The dynamics of competitive
positioning]

[Related Journals]



A generic business
strategy

1.Creating a product the
customers perceive as the
2.A premium price
3.Customers psychological
(brand loyalty)

Differentiation ↑