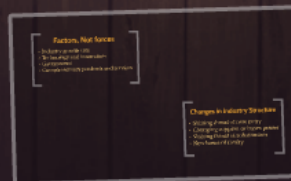
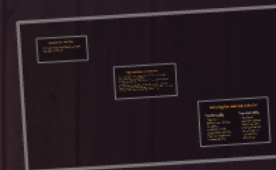


The Five Competitive Forces That Shape The Strategy

Michael E. Porter

Professor at the Harvard Business School.
Leading authority on company and competitiveness.
Some achievements.



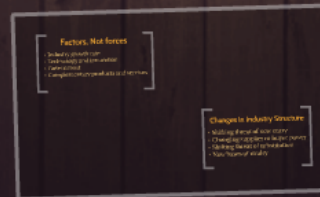
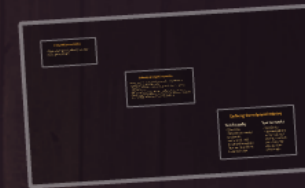
- ### Implications for strategy
- Positioning the company
 - Exploiting industry change
 - Shaping industry structure:
 - 1) *Re-dividing profitability*
 - 2) *Expanding the profit pool*
 - Defining the industry

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