

Electric Automotive Industry

References

- Introducing the Future: Tesla Model S Commercial - YouTube. (n.d.). YouTube. Retrieved February 18, 2013, from <http://www.youtube.com/watch?v=RqVWGLEwyyo>
- Rothaermel. (2013). Strategic Management: Concepts and Cases. New York: McGraw-Hill/Irwin.



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The Agenda

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Common Automotive

Industry Attractiveness Analysis

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Electric Automotive

Industry

Attractiveness

Analysis



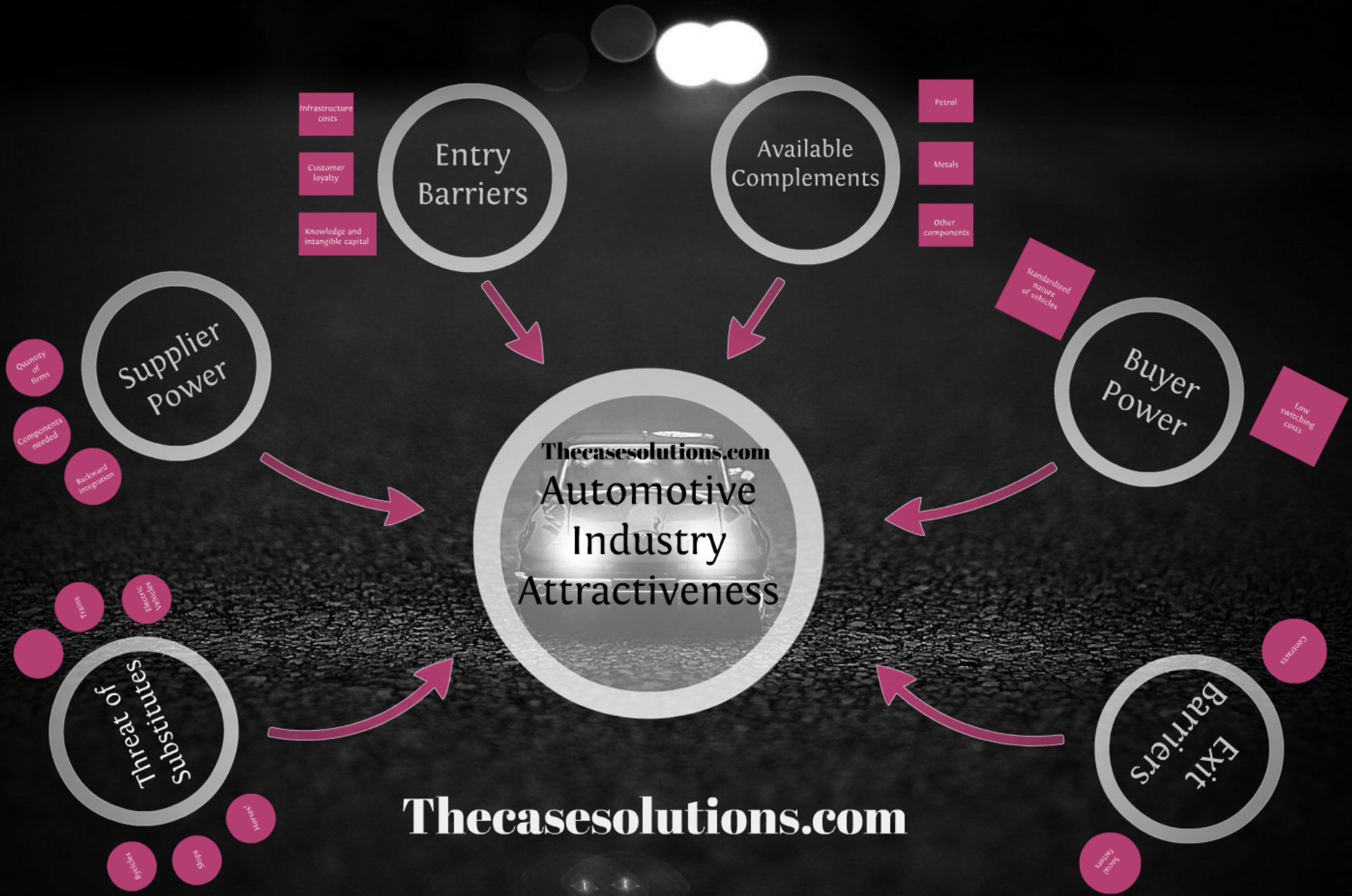
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Identification of Strategic Groups

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Competition Analysis

among Strategic
Groups



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