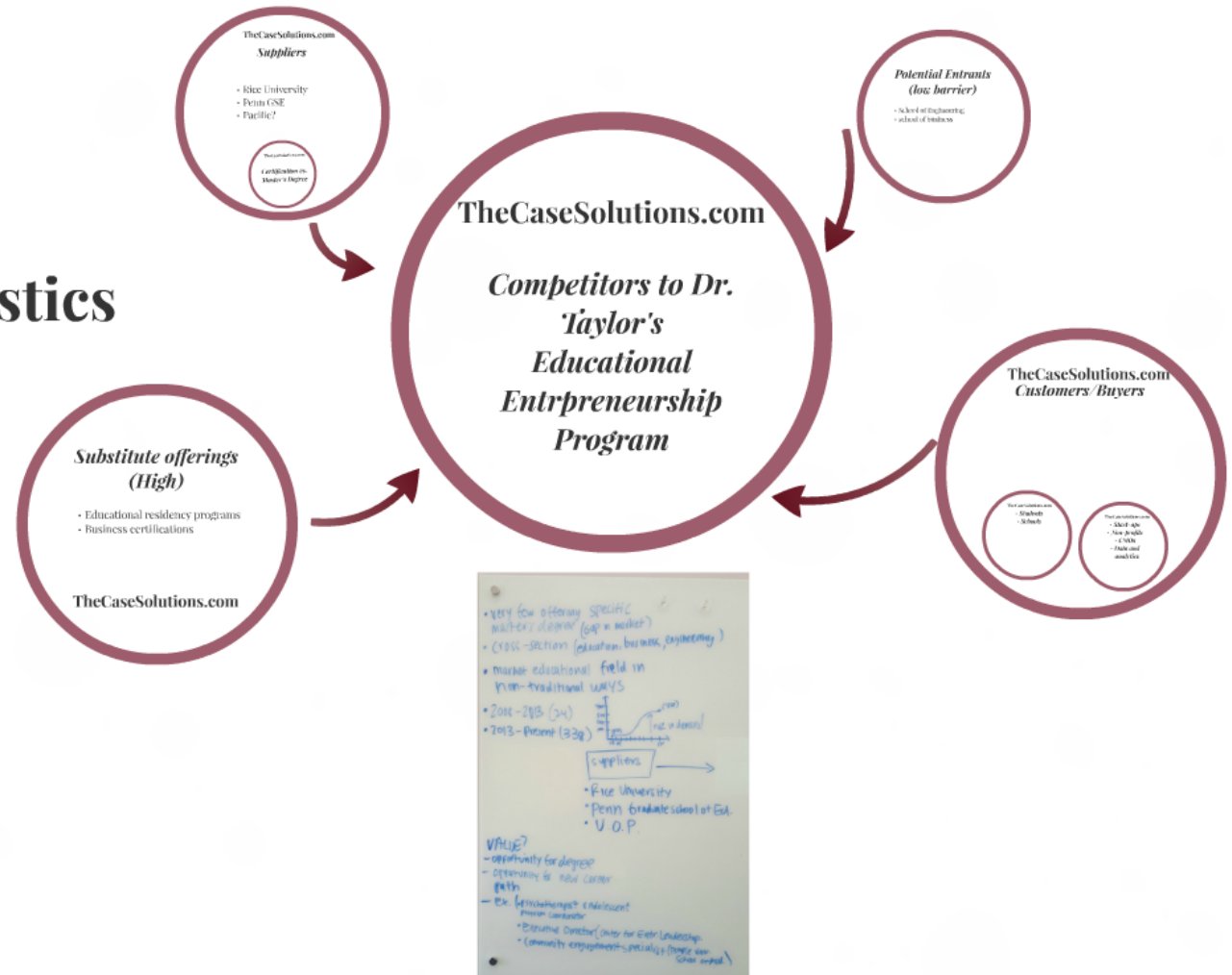


Win the Brand Relevance Battle and then Build Competitor Barriers Case Solution

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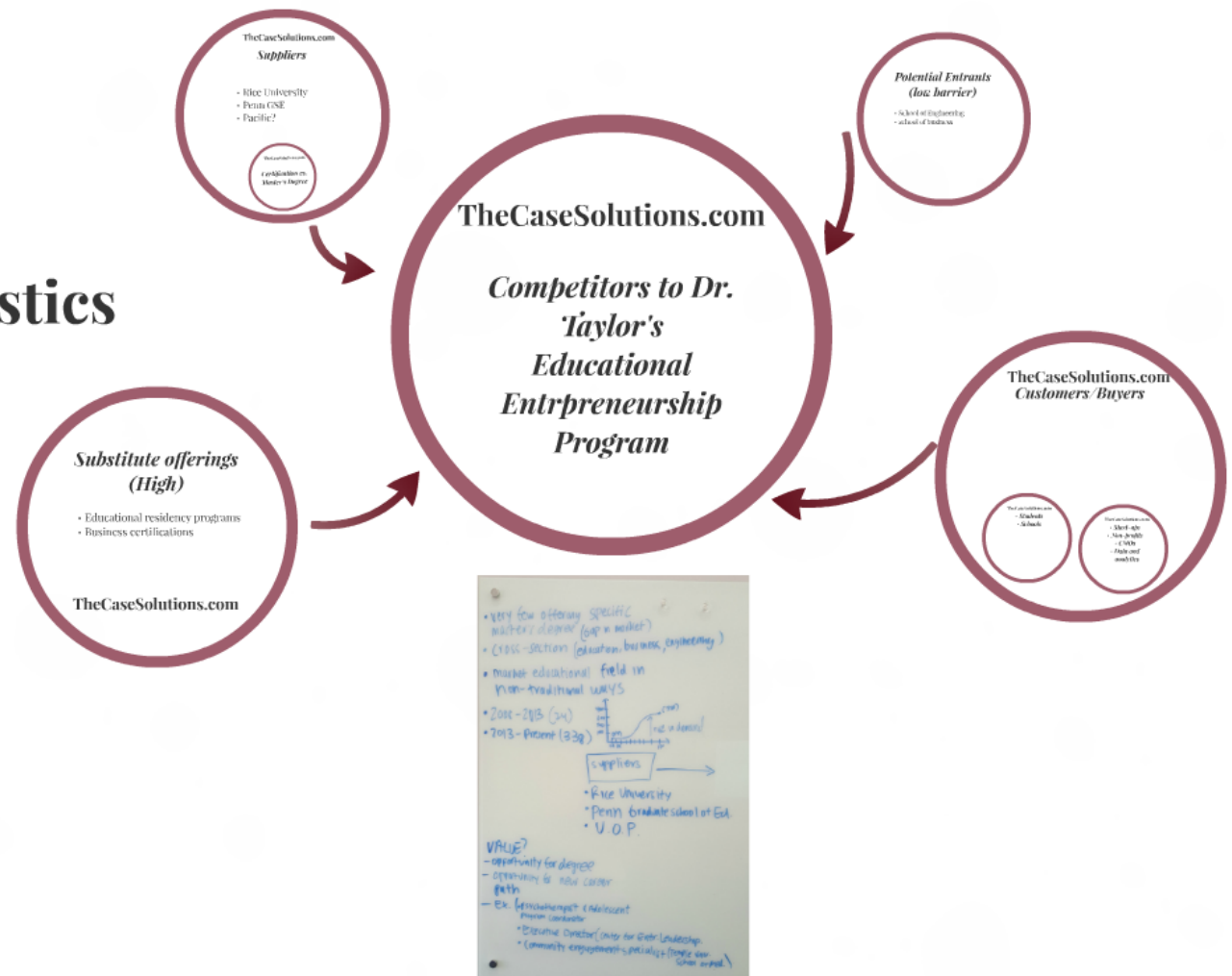
2.10: Industry Diagnostics



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2.10: Industry Diagnostics





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*Competitors to Dr.
Taylor's
Educational
Entrepreneurship
Program*

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Suppliers

- Rice University
- Penn GSE
- Pacific?

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***Certification vs.
Master's Degree***



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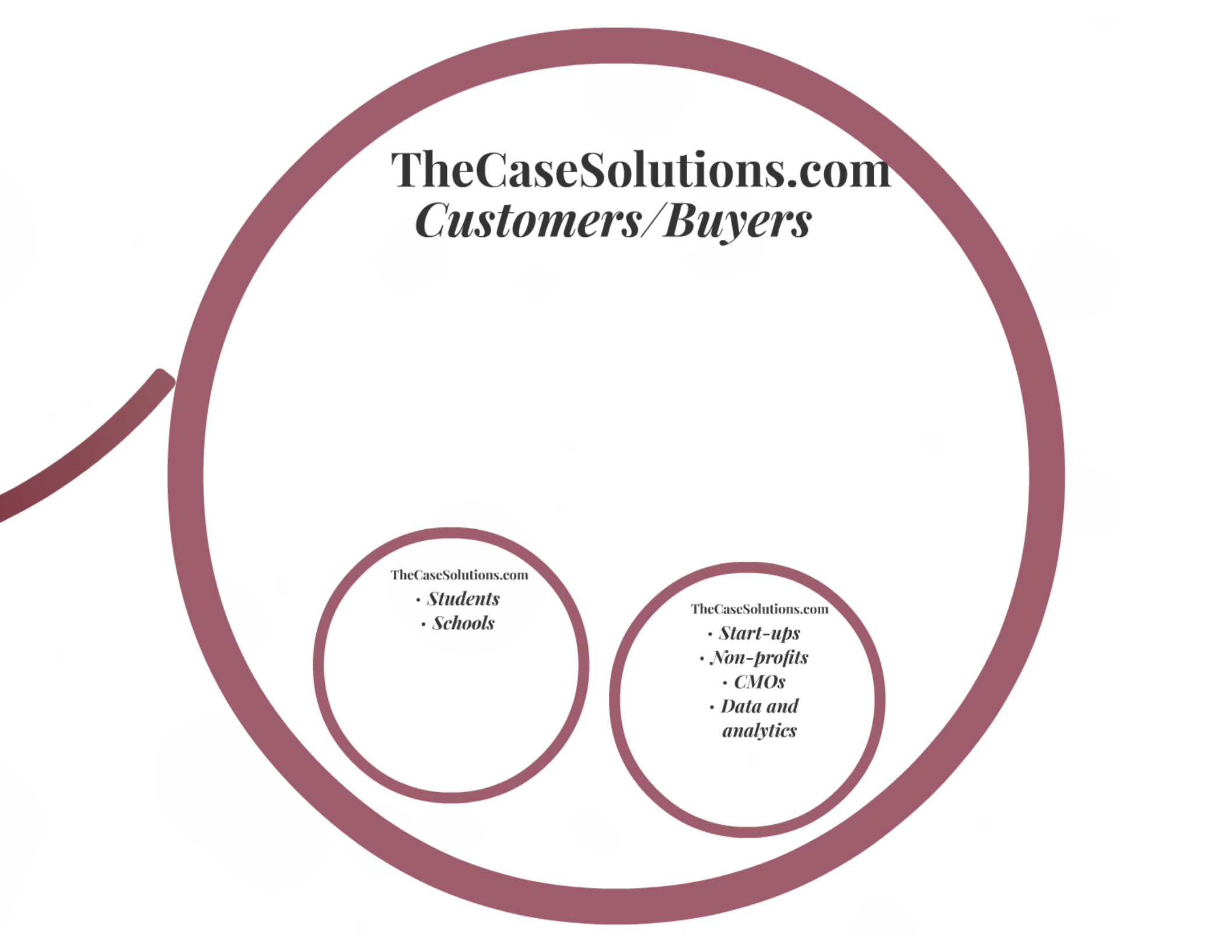
***Certification vs.
Master's Degree***



Substitute offerings (High)

- Educational residency programs
- Business certifications

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Customers/Buyers

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- ***Students***
- ***Schools***

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- ***Start-ups***
- ***Non-profits***
- ***CMOs***
- ***Data and analytics***

The background features a large, thick maroon circle centered on the page. To the right, a portion of another similar circle is visible. In the bottom-left corner, there is a maroon curved shape that resembles a stylized 'C' or a partial circle.

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- *Students*
- *Schools*

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- *Start-ups*
- *Non-profits*
 - *CMOs*
- *Data and analytics*