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Language:Chinese.Pub Date: 2014-08-01 Pages: 344 Publisher: CITIC Publishing House Competitive Strategy by the authority today's global strategy. the father of competitive strategy. Harvard University professor Michael Porter book. The book and the competitive strategy. competition theory. Competitive Advantage of Nations and other works have been recognized as the management of the academic Bible. Competitive strategy is the company to take the offensive or defensive use on competing for the same value of the long-term behavior. Porter in the book three effective competitive strategies: overall cost leadership strategy. differentiation strategy and focus strategy. and the implementation of the requirements of these three generic strategies were elaborated and analyzed. He believes that all businesses should understand and develop strategies. otherwise companies will be in a...

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