

Ebook free Gaining and sustaining competitive advantage .pdf

competitive advantage is what makes an entity's products or services more desirable to customers than that of any other rival. competitive advantages can be broken down into two categories: a competitive advantage is what sets an organization apart from its competitors allowing it to generate greater sales or margins and retain more customers. this advantage can be broken down into two categories: 1. product attribute differentiation one way to gain an advantage over competitors is by differentiating your product from theirs. ask yourself what makes my offering unique why would consumers want to purchase my product instead of my competitors. countless attributes can set a product apart from its competitors. 2. economies of scale that online stores can achieve give them a huge competitive advantage over local brick and mortar stores.

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competitive advantage is a source of sustained competitive advantage that is valuable, rare, difficult to imitate, and difficult to substitute

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