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Is Strategy  
Michael Porter

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editor's choice. Plus, ManyBooks has put together collections of books that are an interesting way to explore topics in a more organized way.

## **What Is Strategy** **Michael Porter**

Operational effectiveness and strategy are both essential to superior performance, which, after all, is the primary goal of any enterprise.

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Michael Porter

But they work in very different ways. Michael E. Porter is the C. Roland Christensen· Professor of Business Administration at the Harvard Business School in Boston, Massachusetts. 61

## **What is Strategy?**

Michael Porter argues that operational effectiveness, although necessary to superior performance, is not sufficient, because its

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techniques are easy to imitate. In contrast, the essence of strategy is choosing a unique and valuable position rooted in systems of activities that are much more difficult to match.

## **What Is Strategy? - Article - Harvard Business School**

For more than three decades, Harvard Professor Michael Porter has been

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developing and refining the essential frameworks that explain how competition works and its implications for strategy in business, government, and society.

## **Strategy - Michael Porter**

Michael Porter's frameworks help explain how organizations can achieve superior

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performance in the face of competition. Strategy defines the company's distinctive approach to competing and the competitive advantages on which it will be based. A good competitive strategy is one that creates unique value for a particular set of customers.

## **Strategy Explained - Michael Porter**

In contrast, the

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essence of strategy is choosing a unique and valuable position rooted in systems of activities that are much more difficult to match. Porter thus traces the economic basis of ...

## **What Is Strategy?**

Michael Porter is one of the foremost leaders on strategy. This page shares his wisdom on the subject. "Strategy is the big picture of

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how the organization is going to win in its environment, whatever that is.” “Strategy is not competing to be the best.

## **Strategy according to Michael Porter | Kenneth MD | Dr ...**

Porter defines strategic position as attempts to achieve sustainable competitive advantage by preserving what is distinctive about a company. It means

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performing different activities from rivals, or performing similar activities in different ways.

## **The Summary of "What Is Strategy" from Michael Porter**

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What Is Strategy?  
Michael E. Porter is the  
C. Roland Christensen  
Professor of Business  
Administration at the  
Harvard Business  
School in Boston,

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Massachusetts. by

Michael E. Porter A

company can

outperform rivals only

if it can establish a

difference that it can

preserve.

## **What is Strategy**

Michael Eugene Porter

is an academic known

for his theories on

economics, business

strategy, and social

causes. He is a

University Professor at

Harvard Business

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School. Michael Porter created Porter's five forces analysis, which is instrumental in business strategy development.

## **Michael Porter - Five Forces Analysis - Strategies for ...**

Strategy, it follows for Porter, is a matter of working out your company's best position relative not just to pricing pressures from rivals

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but to all the forces in your competitive environment....

## **What Is Strategy, Again? - Harvard Business Review**

Strategy is about how a company picks which activities it engages in. It is also about how and where management decides to engage in those activities. Success is when that strategy generates a

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sustainable, above industry average profit. Porter identifies three generic strategies for competitive advantage:

## **Michael Porter's Three Types Of Business Strategies**

Michael Eugene Porter is an American academic known for his theories on economics, business strategy, and social causes. He is the Bishop William

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Michael Porter

Lawrence University  
Professor at Harvard  
Business School, and  
he was one of the  
founders of the  
consulting firm The  
Monitor Group and  
FSG, a social impact  
consultancy. He is  
credited for creating  
Porter's five forces  
analysis, which is  
instrumental in  
business strategy  
development today.

**Michael Porter -**

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## **Wikipedia**

Michael E. Porter is the leading authority on competitive strategy, the competitiveness and economic development of nations, states, and regions, and the application of competitive principles to social problems such as health care, the environment, and corporate responsibility.

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Michael Porter

## **What Is Strategy? by Michael E. Porter**

What is strategy by  
Michael Porter 1. What  
is Strategy? Professor  
Michael E. Porter  
Harvard Business  
School Business  
Strategy Executive  
Education June 3, 2008

This presentation  
draws on ideas from  
Professor Porter's  
books and articles, in  
particular, Competitive  
Strategy (The Free  
Press, 1980):

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Competitive p , p , p gy  
( , ); p Advantage (The  
Free Press, 1985);  
“What is Strategy ...

## **What is strategy by Michael Porter - LinkedIn SlideShare**

Michael Porter  
described the theory in  
his 1985 book ‘  
Competitive  
Advantage: Creating  
and Sustaining  
Superior Performance’.  
The basis was formed  
by three strategies,

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namely cost leadership, differentiation and focus. He divided the latter into cost focus and differentiation focus. How to apply the Porter's Generic Strategies?

## **What are Porter's Generic Strategies? Summary and steps**

...

Moreover, the essence of strategy, according to Porter, is choosing

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to perform activities differently than rivals. Strategy is the creation of a unique and valuable position, involving a different...

## **Porter, M. E. 1996. What is a strategy? Harvard Business ...**

Porter wrote in 1980 that strategy targets either cost leadership, differentiation, or focus. These are known as Porter's three generic strategies and

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can be applied to any size or form of business. Porter claimed that a company must only choose one of the three or risk that the business would waste precious resources.

## **Porter's generic strategies - Wikipedia**

Porter's thinking on strategy has been supported by precision research into industries

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and companies, and has remained consistent as well as developmental. He has concentrated on different aspects at different times, spinning the threads together with a logic that is irrefutable.

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