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defensible position for the firm against the five competitive forces with offensive or defensive tactics. The threat of new entrants in an industry can be analyzed with Entry Detering Price.

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Porter, M. E. Competitive Strategy: Techniques for Analyzing Industries and Competitors. New York: Free Press, 1980. (Republished with a new introduction, 1998 ...

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Focus on a particular segment, product, or market: The ultimate competitive strategy is to choose a specific buyer profile, geographical area, or product niche that allows you to achieve scale gains. Pepsi, for example, is a case of a company that has managed to restructure itself by adopting a strategic focus.

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The strategy is to achieve a form of differentiation, or low cost in serving a particular market, or both differentiation and low cost. A focused position in an industry provides defenses to the five competitive forces similar to those discussed above, but there is a clear limitation to achieving a high market share in the industry.

Porter, M. E. 1980. Competitive Strategy: Techniques for ...

Competitive Strategy: Techniques for Analyzing Industries and Competitors. The Free Press. Chapter 14: The Strategic Analysis of Vertical Integration.

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