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Wharton On Dynamic Competitive Strategy

Wharton on Dynamic Competitive Strategy offers new perspectives on competitive strategy from a distinguished group of faculty at Wharton and other leading business schools around the world. This book presents the best insights from decades of research in key areas such as competitive strategy, simulations, game theory, scenario planning, public policy, and market-driven strategy.

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Wharton on Dynamic Competitive Strategy by George S. Day

The book was written by George S. Day, David J. Reibstein and Robert E. Gunther with the Wharton School of Business and published by John Wiley & Sons, Inc. The book addresses an approach to remaining dynamic in regards to competitive strategy. In the nine chapters assigned, the book can be broken down in four sections.

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Specifically, a book was written in 1997 called Dynamic Competitive Strategy. The book was written by George S. Day, David J. Reibstein and Robert E. Gunther with the Wharton School of Business and published by John Wiley & Sons, Inc. The book addresses an approach to remaining dynamic in regards to competitive strategy.

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It represents the most cohesive collection of insights on strategy ever assembled by a leading school of business. Developed for the thinking manager, Wharton on Dynamic Competitive Strategy provides deep insights into the true dynamics of competition.

Wharton on Dynamic Competitive Strategy by George S. Day ...

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Wharton on Dynamic Competitive Strategy ()

About this course. Maintaining a competitive advantage takes more than great timing or a single solution. Sustainable advantage requires a well-designed and well-executed strategy. This course was created to give you the tools and frameworks you need to develop and execute a successful strategy.

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Strategy and Management for Competitive Advantage - Wharton

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This course is designed to give you the tools and frameworks to develop and execute a successful competitive strategy. In this online course, you'll learn how to evaluate your strategy, and how to identify internal, external, and dynamic opportunities to gain a competitive advantage.

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Wharton on Dynamic Competitive Strategy | Strategic ...

This course was created to give you the tools and frameworks you need to develop and execute a successful strategy. You'll learn how to evaluate your own strategy, as well as how to locate sources of potential competitive advantage from a perspective that encompasses the internal, external, and dynamic fit of your strategy.

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In Strategic Marketing for Competitive Advantage, Wharton's top marketing faculty — who represent a wide range of research areas and expertise — will give you a clear understanding of core marketing concepts.These concepts will help you better align with your customers, differentiate yourself from your competitors, and create a strong and effective marketing plan.

Strategic Marketing for Competitive Advantage — Wharton

Wharton on Dynamic Competitive Strategy offers new perspectives on competitive strategy from a distinguished group of faculty at Wharton and other leading business schools around the world. This book presents the best insights from decades of research in key areas such as competitive strategy, simulations, game theory, scenario planning, public policy, and market-driven strategy.

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