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Michael E Porter

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He was also a founder of the strategy and management consulting firm, Monitor Group. Professor Porter is best known for his landmark books that defined the field of Strategy - Competitive Strategy: Techniques for Analyzing Industries and Competitors (1980) and Competitive Advantage: Creating and Sustaining Superior

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One competitive force always captures essential issues in the division of value. There are three generic competitive strategies for coping with the five competitive forces: (1) overall cost leadership, (2) differentiation, and (3) focus. Competitive strategy : techniques for analyzing industries ...

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Editions of Competitive Strategy: Techniques for Analyzing ...

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.