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At a conceptual level, strategic management scholars are often less concerned with specific accounting and stock market performance indicators and more concerned with the idea of

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competitive advantage.

~~2.4 Competitive Advantage — Strategic Management~~

7) The strategic management process is a sequential set of analyses and choices that can

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increase the likelihood that a firm will choose a good strategy that generates competitive advantages.

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There is no one answer about what is competitive advantage or one way to measure it, and for the right reason. Nearly everything can be considered as competitive edge, e.g. higher

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profit margin, greater return on assets, valuable resource such as brand reputation or unique competence in producing jet engines.

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with rival firms ”. Note the emphasis on comparison with rival firms as competitive advantage is all about how best to best the rivals and stay competitive in the market.

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~~What is Competitive Advantage
in the Field of Strategic ...~~

Answer to question 1 Strategic
management can be called
strategy into action. It is about
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and have an edge over the competitors. Strategic management also includes analysis of internal and external environment and making plan according to the analysis. Competitive advantage is that

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unique factors or feature that
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The correct option is_ C. Achieve
and maintains competitive

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advantage _ . The fundamental goal of strategic management is to help a business reach its purpose. Strategic management policy figures ...

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how it can differentiate itself. It describes how the choice of competitive scope, or the range of a firm's activities, can play a powerful role in determining competitive advantage.

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