Strategic Development notes

Objective 1: Five Forces Model of Competition

Topic 1: Porter's Five Forces Model

Sub-Topic 1: Five Forces Overview

 Introducing the Five Forces Model of Competition

 Create Your Own Five Forces Model Example

Sub-Topic 2: Five Forces Elements

 Understanding the Five Forces of Competition

 Start Personalized Lesson : Check and improve your understanding on this topic

Topic 2: Milestone Activity

Sub-Topic 1: Milestone Activity: Using the Model

 Using the Model

Topic 3: References

Sub-Topic 1: References

 References

Objective 2: Business-Level Strategies

Topic 1: Low Cost Strategies

Sub-Topic 1: The Ten-Ten Planning Process

 The Ten-Ten Planning Process

Sub-Topic 2: Estimating Costs to Compare and Select Projects

 How to Estimate Costs to Compare and Select Projects

Sub-Topic 3: Estimating Costs to Initiate Projects

 Approaches to Estimating Costs to Initiate Projects

 Start Personalized Lesson : Check and improve your understanding on this topic

Topic 2: Differentiation Strategies

Sub-Topic 1: How Strategies Emerge

 How Do Companies Set Strategy?

Sub-Topic 2: The Strategy Diamond

 Introducing the Strategy Diamond

Sub-Topic 3: Global Innovation

 Choosing Strategy in a Globalized Economy

 Reflection: Strategic Considerations in the Globalized Economy

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Topic 3: Focused Low-Cost and Focused Differentiation Strategies

Sub-Topic 1: Planning for "Stuck in the Middle" Strategies

 What is "Stuck In the Middle" Strategy?

 Overview of "Stuck in the Middle" Strategy

Sub-Topic 2: Industry Structure and Low-Cost

 How the Structure of an Industry Can Evolve

 Start Personalized Lesson : Check and improve your understanding on this topic

Topic 4: References

Sub-Topic 1: References

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Objective 3: Corporate-Level Strategies

Topic 1: Corporate-Level Strategies

Sub-Topic 1: Concentration Strategies

 Concentration Strategies: An Overview

Sub-Topic 2: Portfolio Planning

 Portfolio Planning

 AARP and Portfolio Planning

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Topic 2: Concentration on a Single Industry

Sub-Topic 1: Market and Cost Globalization Drivers

 Industry Globalization Drivers

 Understanding Industry Globalization Drivers

Sub-Topic 2: Competitive and Government Drivers

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Topic 3: Vertical Integration and International Expansion Strategies

Sub-Topic 1: Target Market Selection

 Target Market Selection

Sub-Topic 2: Measuring Market Attractiveness

 Four Key Factors in Selecting Global Markets

 The Five Dimensional Framework for Institutional Context

 How Automobile Manufacturers Decide Where to Sell

 Tata Expands to China

Sub-Topic 3: Entry Strategies: Modes of Entry

 Exporting, Licensing, and Higher Investment Strategy

Sub-Topic 4: Entry Strategies: Timing

 The Timing of Entry

 The Pros and Cons of First-Mover Advantage, or "Pioneer Advantage"

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Topic 4: Milestone Activity

Sub-Topic 1: Milestone Activity: Linking the Two

 Linking the Two

Topic 5: Diversification Strategies

Sub-Topic 1: Firm-based characteristics

 Global Branding

Sub-Topic 2: Product Market Factors

 International Brand Structure: Product Market Factors

Sub-Topic 3: Market Dynamics

 International Brand Structure: Underlying Market Dynamics

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Topic 6: References

Sub-Topic 1: References

 References