

Download Competitive Advantage Creating And Sustaining Superior Performance

In business, a competitive advantage is the attribute that allows an organization to outperform its competitors. A competitive advantage may include access to natural resources, such as high-grade ores or a low-cost power source, highly skilled labor, geographic location, high entry barriers, and access to new technology. Title: Value Chain (Michael Porter in his book "Competitive Advantage: Creating and Sustaining superior Performance" (1985). Author: ntsbagga Last modified by Resources and Capabilities. According to the resource-based view, in order to develop a competitive advantage the firm must have resources and capabilities that are superior to those of its competitors. Porter and Competitive Advantage. The information revolution and the tales of competitive advantage have certainly altered how managers throughout business see the role of Information Systems.