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Key Analytical Tool 3—10 Using the
Five-Forces Model of Competition
Step 1 For each of the five forces,
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Harsh J. Parekh MBA (HR) Self-
reading material for Examination
(Brief Content) Email Id-

harsh.parekh32@gmail.com UNIT - 1

1.1 What Do We Mean By

“ Strategy ” Strategy consists of
competitive moves and business

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Approaches that managers are
employing to Grow the business
Attract and please customers Compete
successfully Conduct operations
Achieve target levels ...

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