

Strategic Management Study Guide

1. Introductory Concepts in Strategic Management

Strategy

A set of goal-directed actions a firm takes to gain and sustain superior performance relative to competitors.

It is crucial because of competition, limited resources, and the need for unified direction within the firm.

Strategic Management

The field that deals with how firms analyze, formulate, and implement strategies to achieve a competitive advantage.

Competitive Advantage

A firm achieves competitive advantage when its performance exceeds that of competitors in the same industry.

Sustainable Competitive Advantage (SCA)

When a firm can maintain this performance advantage over a prolonged period.

Competitive Disadvantage

When a firm underperforms compared to its rivals or industry average.

Competitive Parity

When firms perform at the same level.

Measuring Competitive Advantage

Market Share

The percentage of sales in a defined market that the firm controls.

Profitability Metrics

- - Gross Profit: Revenue minus the cost of goods sold.
- - Operating Profit: Gross profit minus operational expenses like amortization and depreciation.
- - Net Income: Operating profit minus taxes, debt payments, etc.
- Return on Assets (RoA), Return on Equity (RoE), and Return on Invested Capital (RoIC).

Strategic Market Management Study Guide

Arshad Iqbal



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The Marketing Manual Michael Baker, 2009-11-03 The Marketing Manual is a step by step guide to solving your marketing problem Through questions practical examples and mini case studies this book demonstrates how to prepare your marketing plan The Marketing Manual addresses the 3 fundamental questions facing the business planner where are we now where do we want to go how do we get there The workbook elaborates on these essential questions helping you to address your own marketing problem and work through to the preparation of an operational marketing plan

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Strategic Market Analysis Christine Moorman, 2018

Instructor's Manual for Strategic Marketing Cases in Emerging Markets Atanu Adhikari, Sanjit Kumar Roy, 2017-05-27 This is a teaching companion to the case studies provided in the book Strategic Marketing Cases in Emerging Markets and is intended to help teachers and trainers follow a pedagogic line by using the case studies to develop a critical understanding of the service business scenarios and strategies for marketing in emerging markets The authors provide extensive teaching notes for each of the cases covering the pedagogy of the case study the prerequisites to understanding it case specific teaching objectives a suggested teaching approach and a case synopsis Each case is then rounded out with suggested discussion questions and concise answers as well as additional reading to enhance the teaching and learning experience in the classroom

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