

## Strategic Marketing Creating Competitive Advantage

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Strategic planning for competitive advantage

A competitive advantage is an advantage gained over competitors by offering customers greater value, either through lower prices or by providing additional benefits and service that justify similar, or possibly higher, prices.

Strategies for Competitive Advantage - Value-Added Ag

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

Competitive Advantage - Strategic Management Insight

A competitive advantage is an attribute that enables a company to outperform its competitors. This allows a company to achieve superior margins Operating MarginOperating margin is equal to operating income divided by revenue. It is a profitability ratio measuring revenue after covering operating and non-operating expenses of a business.

Competitive Advantage - Learn How a Competitive Advantage ...

The new edition of Strategic Marketing examines key aspects of traditional marketing strategy combined with the presentation of a synthesis of recent thinking on the subject. The key focus of the text is how companies create and sustain competitive advantage through the employment of marketing strategies. Description.

Strategic Marketing - Paperback - Douglas West, John Ford ...

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