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Understand competitive forces and stay ahead of the competitionThis book is a practical and accessible guide to understanding and implementing Portersquo;s five forces, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Understand the five forces that affect profitability and analyze each force in depth in relation to your company
- Analyze the intensity of the competition within an industry and how this affects your business
- Increase or maintain your competitive advantage according to the analysis

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