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Porter wrote in 1980 that strategy targets either cost leadership, differentiation, or focus. These are known as Porter's three generic strategies and can be applied to any size or form of business.

Porter's generic strategies - Wikipedia

Strategy (from Greek *στρατήγία*, *stratēgia*, "art of troop leader; office of general, command, generalship") is a high level plan to achieve one or more goals under conditions of uncertainty. In the sense of the "art of the general", which included several subsets of skills including "tactics", siegecraft, logistics etc., the term came into use in the 6th century C.E. in East Roman ...

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Page 2 ABOUT THE AUTHOR Tim J. Leech, FCA, CIA, CCSA, CFE, MBA Tim J. Leech is the founder and CEO of CARD@decisions Inc. based in Mississauga, Ontario, Canada. Previously, Tim was the Managing Director of the Canadian subsidiary of Network

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E-Business: Basics and Challenges - uni-stuttgart.de

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Smart Growth | US EPA

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