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Strategic Management Case Solution. Competitive advantage and Generic Strategies. In 1985, Michael Porter proposed the three primary ways through which the company can gain competitive advantage in the markets. These three ways are known as the Porter competitive advantage matrix.

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26 Introducing Strategic Management There is one sense in which all members of an organization are strategists, since all would benefit from thinking strategically, and another sense in which there is but one strategist, the person who leads strategically, usually the chief executive officer.

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### **Strategic Management concepts and cases**

1. [BUMGT 3702 STRATEGIC MANAGEMENT] September 24, 2012 Nestlé Company 1 Executive Summary The purpose of this report is to evaluate Nestle Company industry based on the case study and comprehend how the company develop strategic intent for their business organisations following the analysis of external and internal business environments.