

The Shifting Source of Competitive Advantage

WHAT ELSE CAN WE MAKE AND SELL?

WHAT ELSE CAN WE DO FOR OUR CUSTOMERS?

UPSTREAM ACTIVITIES				DOWNSTREAM ACTIVITIES		
Sourcing	Production	Logistics	Innovation	Shaping Customer Perception	Innovation	Building Accumulative Advantage
Contract with lowest-cost suppliers	Reduce costs/ maximize scale and throughput	Optimize supply-chain and distribution efficiency	Build better products	Define competitive set Change purchase criteria Build trust	Tailor offering to consumption circumstances Reduce customer costs and risks	Harness network effects Accrue and deploy customer data

FIXED COSTS, CUSTOMER VALUE, AND COMPETITIVE ADVANTAGE ARE MOVING DOWNSTREAM

What Is Strategy Harvard Business Review

RD Boyd



What Is Strategy Harvard Business Review:

Decoding **What Is Strategy Harvard Business Review**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**What Is Strategy Harvard Business Review**," a mesmerizing literary creation penned with a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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