

1. Record Nr.	UNINA9910968702103321
Autore	Eldring Jan
Titolo	Porter's (1980) generic strategies, performance and risk : an empirical investigation with German data / / Jan Eldring
Pubbl/distr/stampa	Hamburg, : Diplomica Verlag, 2009
ISBN	9783836624268 3836624265
Edizione	[1st ed.]
Descrizione fisica	1 online resource (78 p.)
Disciplina	658.8/04 658.804
Soggetti	Business planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Porter's (1980) Generic Strategies, Performance and Risk; TABLE OF CONTENTS; LIST OF TABLES; LIST OF FIGURES; 1. Introduction; 2. Theory and Hypotheses; 3. Data and Method; 4. Analysis and Results; 5. Discussion, Implications and Limitations; 6. Conclusion; 7. References; MIP; Curriculum Vitae
Sommario/riassunto	Porter's (1980) book Competitive Strategy has received a great deal of attention in the strategic management literature. Here Porter claims that competitive strategy is the search for a favorable competitive position in the industry, which can erode or improve, depending on a firm's choice of strategy. He derived a conceptual typology of three generic strategies that has already become a classic among scholars. They are cost leadership, differentiation and focus strategies. Just recently Michael Raynor (2007) challenged Porter's widely accepted typology, by including another dimension in the d