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| 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 |