



METADATA

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Abstract

This book, "Business Strategies for achieving sustainable competitive advantage" aims to combine knowledge, theories and empirical research on the ways and methods that a business should apply to analyse, plan, formulate and implement the strategies, as well as the analysis of case studies to link theory with practice. The topics that will be studied in this volume are distributed in 11 chapters. The first four chapters present the general concepts of strategy and sustainable competitive advantage, combined with the strategic analysis of the firm and its environment. The importance of developing a clear vision and mission statement, with an emphasis on the importance of translating these into specific and objective performance objectives that will reflect management's performance expectations, industry competitive conditions and the capabilities of the company's internal environment; forms the basis of the current situation analysis. Then, the concepts and tools of the

assessment of the external environment are presented first, to investigate and evaluate the possible opportunities and threats in the company's environment. At the same time, then the resources and capabilities that exist within the company are analysed and evaluated. At the same time, emphasis is placed on the strategic capabilities that can be developed and create the basis of its competitive advantage. The following five chapters focus on the formulation and selection of the appropriate strategy, presenting and evaluating the competition strategies, the development strategies, the strategies in the global environment, the innovation strategy, and the ways of implementing the above strategies. The next chapter focuses on the choice of strategy and its implementation processes, while the last chapter is connected to all the previous ones and emphasizes the concept, theories, and measurement of competitiveness while presenting a large number of research results.

