

## CHAPTER OVERVIEW

### 7: Strategic Analysis - Understanding a Firm's Competitive Environment

- [7.1: Biblical Insight](#)
- [7.2: Introduction](#)
- [7.3: Gaining Advantages by Understanding the Competitive Environment](#)
- [7.4: Using SWOT for Strategic Analysis](#)
- [7.5: A Firm's External Macro Environment - PESTEL](#)
- [7.6: A Firm's Micro Environment- Porter's Five Forces](#)
- [7.7: The Internal Environment](#)
- [7.8: Competition, Strategy, and Competitive Advantage](#)
- [7.9: Strategic Positioning](#)
- [7.10: Summary](#)
- [7.11: References](#)

---

This page titled [7: Strategic Analysis - Understanding a Firm's Competitive Environment](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Karen Calendo](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.