

CHAPTER OVERVIEW

2: Competitive Advantage

2.1: Overview and Guiding Questions

2.2: The Strategy Hierarchy

2.3: Vision, Mission, and Goals

2.4: Vision, Mission, and Values (Video)

2.5: Competitive Advantage and Strategy

2.6: Selecting Business-Level Strategies

2.6.1: Selecting Business-Level Strategies

2.6.2: Understanding Business-Level Strategy through “Generic Strategies”

2.6.3: Cost Leadership

2.6.4: Differentiation

2.6.5: Focused Cost Leadership and Focused Differentiation

2.6.6: Best-Cost Strategy

2.6.7: Stuck in the Middle

2.7: Measuring Performance

2: [Competitive Advantage](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by Jamie Hammond and Western Technical College.