

## CHAPTER OVERVIEW

### 6: Competition

- 6.1: Introduction to Strategic Analysis
- 6.2: Gaining Advantages by Understanding the Competitive Environment
- 6.3: Using SWOT for Strategic Analysis
- 6.4: A Firm's External Macro Environment - PESTEL
- 6.5: A Firm's Micro Environment- Porter's Five Forces
- 6.6: The Internal Environment
- 6.7: Competition, Strategy, and Competitive Advantage
- 6.8: Strategic Positioning
- 6.9: Summary
- 6.10: Supporting the Business-Level Strategy- Competitive and Cooperative Moves
- 6.11: Making Competitive Moves
- 6.12: Responding to Competitors' Moves

---

6: Competition is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by LibreTexts.