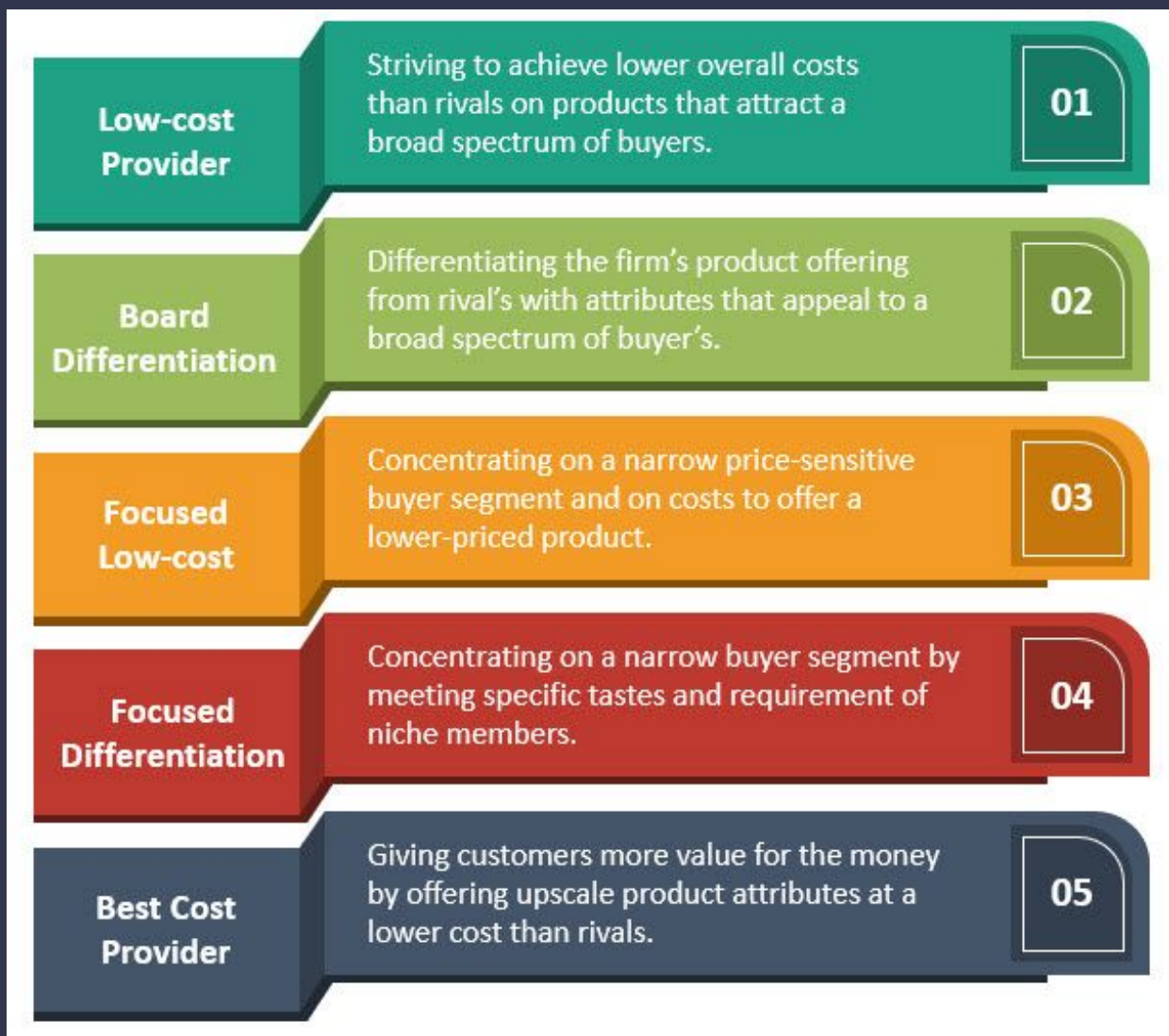




# COMPETITIVE DIFFERENTIATION

## 5 GENERIC STRATEGIES



## THE ZONE

Successful companies focus primarily on one area of differentiation that they never sacrifice on.



In the center you will find memories of companies that lost focus.

## TOOLS

