

Most important aspect of a company's business strategy:

- are the actions and moves in the marketplace that managers take to gain a sustainable competitive advantage.

\*\* The bigger and more durable the competitive advantage, the better a company's prospects for winning in the marketplace and earning superior long-term profits relative to rivals.

Extra points-

if your strategy doesn't fit the market then this means that your goods are not needed!

success is not only the numbers you get, but also the impact you make on society.

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