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is designed for mid-level to senior-level executives responsible for strategy planning, implementation, and business development. Executives who are moving into this role and wish to get a head start on the process will also benefit.

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There is no one answer  
about what is  
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or one way to measure  
it, and for the right  
reason. Nearly  
everything can be  
considered as  
competitive edge, e.g.  
higher profit margin,

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greater return on assets, valuable resource such as brand reputation or unique competence in producing jet engines.

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The relationship between strategic management and competitive advantage lies in your

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management's strategies being vehicles that increase your edge over the competition.

Competitive advantage is when one company produces a product or service that meets the customer's needs in a way that their competitors cannot.

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text. Students have a  
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framework to use in  
analyzing cases and  
business situations.

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Benefit: Students gain  
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and this enables the student to better analyze business cases and situations — the goal of the course.

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It is a truism that strategic management is all about gaining and maintaining competitive advantage. The term can be defined to mean “anything that a firm does especially well when compared with rival firms”. Note the emphasis on comparison with rival

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firms as competitive advantage is all about how best to best the rivals and stay competitive in the market.

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Wharton**

Jeffrey Harrison explains in the book "Foundations in Strategic Management" that a

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competitive advantage is best gained when the company has resources, be it labor, know-how or products that are difficult to imitate.

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