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Joan Magretta has worked with Michael Porter for almost two decades; she is a Senior Associate at the Institute for Strategy and Competitiveness at Harvard Business School, a McKinsey Award winner, and author of What Management Is, a top pick of its year by The Economist. She was a Bain partner and strategy editor of the Harvard Business Review.

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### Understanding Michael Porter: Amazon.co.uk: Joan Magretta ...

Written by Joan Magretta, author of the bestselling book Understanding Michael Porter, this innovative book combines humorous illustrations with an engaging story to explain Porter's core concepts, including the Five Forces, competitive advantage, industry analysis, value creation, the value chain, differentiation, and relative cost, to name just a few.

### [PDF] Understanding Michael Porter Download Full - PDF ...

JOAN MAGRETTA is a senior associate at the Michael Porter Institute for Strategy and Competitiveness at Harvard Business School. She was the strategy editor at Harvard Business Review when Michael Porter published his two seminal articles What is Strategy? and The Five Competitive Forces That Shape Strategy.

### Understanding Michael Porter - summaries

by Joan Magretta In the book, Understanding Michael Porter: The Essential Guide to Competition and Strategy, Joan Magretta distills Porter's core concepts and frameworks into a concise guide for business practitioners. In this excerpt, Porter discusses common strategy mistakes.

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### Understanding Michael Porter : Joan Magretta : 9781422160596

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### Strategy - Michael Porter

In Understanding Michael Porter, published by Harvard Business School Publishing, Joan Magretta distills the essential principles taught by business guru Michael Porter in developing winning strategies that produce sustainable competitive advantages for businesses. The book serves as an... Managing in the New Economy (Book).

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### Understanding Michael Porter on Apple Books

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