

How Businesses Win: The Evolution of Competitive Advantage

For most of history, businesses competed through production, quality, sales, and marketing. As each became widely accessible, it ceased to be a durable advantage. Today, businesses increasingly compete on the reasons customers ultimately choose them.



STAGE 05 · THE SPLIT

Brand Differentiation

Marketing is no longer enough. Once you've earned consideration, customers still need a reason to choose you. That reason becomes your strategy.

STAGE 5 PATH

The customer is really buying...

