

Porter's Diamond – Determining Factors of National Advantage

Increasingly, corporate strategies have to be seen in a global context. Even if an organization does not plan to import or to export directly, management has to look at an international business environment, in which actions of competitors, buyers, sellers, new entrants or providers of substitutes may influence the domestic market. The Porters Diamond model is a helpful tool for this analysis.

Michael Porter introduced a model that allows analyzing why some nations are more competitive than others are, and why some industries within nations are more competitive than others.

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This article explains all four factors that determine national advantage and discusses how the model can be used.