

The Skills You Need Guide to

# BUSINESS STRATEGY AND ANALYSIS

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Skills You Need

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ISBN: 978-1-911084-21-1

Published by Skills You Need Ltd

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## **“THE ESSENCE OF STRATEGY IS CHOOSING WHAT NOT TO DO.”**

Michael Porter

Much has been written and said about business strategy over the years, not least by the great Michael Porter. Why, then, would another book on business strategy be necessary? The *Skills You Need Guide to Business Strategy and Analysis* is not, however, *just another* strategy book. It is designed as a practical guide to give you the skills to understand your business, your market, and your competitors. It will therefore help you to position your business effectively in the market.

This book may be usefully read alongside the *Skills You Need Guide to Leadership*. As a leadership text, however, it is perhaps rather different from our other eBooks. New and established leaders may use it to learn useful new skills and techniques. Those at lower levels in organisations should also find it a helpful how-to guide to various business analytical techniques, as well as an important aid to understanding why business analysis matters for strategy.

# Why Does Business Analysis Matter?

**Businesses around the world have long tried to develop something called sustainable competitive advantage.**

This means having something that gives you an edge over your competitors, and that continues to do so. The concept can apply to both people and businesses but, in this eBook, it is largely only applied to businesses.

**In this case, sustainable competitive advantage means something that your customers see as a long-term reason to buy from you rather than your competitors.**

A crucial part of developing a sustainable competitive advantage is being able to identify areas where you have an advantage, however small. You can then build on that and develop it further.

An advantage may come from something that you do better than your competitors, or it may come from identifying a gap in the market that nobody has yet worked out how to fill. The key is to find those advantages and then exploit them to build yourself a unique place in the market, and in the hearts and minds of your customers.

To identify areas where you have an advantage over your competitors, you need to **understand your business, your competitors and your market.**

**This is where business analysis comes in.**

**The full eBook  
is available at**

**[www.skillsyouneed.com](http://www.skillsyouneed.com)**