



Michael Porter's Value Chain: Unlock your company's competitive advantage (Management & Marketing Book 12)

50MINUTES.COM, Amicie de Quatrebarbes (Contributor)

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Unlock your company's competitive advantage!

This book is a practical and accessible guide to understanding and implementing the value chain, providing you with the essential information and saving time.

In 50 minutes you will be able to:

- Quickly understand the value chain as a tool for supply chain management
- Identify the areas for improvement in your value chain and reduce production time and costs
- Take action on the results of the value chain evaluation to gain and maintain a competitive advantage in the market

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50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

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