

Название публикации:

Competitive strategies of modern enterprises: Definition, content and results

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Аннотация:

This article is devoted to the critical analysis of the existing theoretical and methodological approaches to determine the content and the meaning of competitive sustainability as a factor and an element of a competitive strategy in industrial marketing. The peculiarities of the formation and calculation of the competitive sustainability indicators as well as the possibilities of its application as a determinant of the marketing-competitive strategy of a modern industrial enterprise are revealed on the basis of critical retrospective analysis and authors' search. © 2018 International Strategic Management Association. All Rights Reserved.

Ключевые слова:

Competitive initiative, Competitive maneuver, Competitive stability, Competitive strategy, Marketing in industry and agriculture