### Chapter 6 Organizational Strategy NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Review Questions

1. Identify the components of a sustainable competitive advantage.
2. Outline steps of the strategy-making process.
3. What is a corporate-level strategy? Describe the major approaches to corporate-level strategy.
4. What are the elements of the BCG matrix?
5. Identify three grand strategies and give examples of each**.**
6. What is an industry-level strategy? What tools can companies use to develop successful industry-level strategies?
7. What are Porter’s five industry forces and how do they affect a company’s strategy?
8. What is a firm-level strategy?
9. What are the basic elements of direct competition?
10. *Beyond the Book:* How do companies implement entrepreneurship as an internal strategy?