

# Competitive Strategy

## Creating and Sustaining Competitive Advantage

**ACADEMIC DIRECTORS:** Thomas N. Hubbard

### SAMPLE SCHEDULE - IN PERSON

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
MORNING SESSIONS		Uniqueness, Scarcity and Value Capture Swinkels	Competitive Advantage: Outperforming the Competition Hubbard	Strategy and Information Swinkels	Competitive Advantage and Your Business Hubbard
		Case Study Swinkels	Case Study Hubbard	Strategy Under Uncertainty Swinkels	When & How to Make Sure Growth is Profitable Garthwaite
LUNCH					
AFTERNOON SESSIONS	Introduction to Competitive Strategy Hubbard	What Makes Industries Profitable? Garthwaite	Entry Opportunities & Shake-Outs Hubbard	Sustainable Competitive Advantage Busse	
	Creating & Capturing Value Hubbard		Competitive Advantage & Your Business: Workshop Hubbard	The Challenges of Growth Busse	
		Case Study Garthwaite		Free Evening	
DINNER					
EVENING SESSION	Free Evening	Optional: Networking Dine Around	Optional: SPARK Series	Free Evening	

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