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Assumptions. Firms  
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Porter, M. E.  
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Figure 1-1, shows what he refers to as the wheel of competitive strategy. The hub shows the firm's goals, mission, or objectives. The spokes represent the firm's key operating policies. Like a wheel, the policies (spokes) must be connected to each other and reflect the



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goals of the firm (the hub).

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the ideas in  
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particularly as a guide  
for directing students  
in analyzing in-  
dustries. Competitive  
Advantage uses the  
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Strategy as a jump off

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point for developing ideas about how firms attain competitive positions within an industry. Porter posits that a firm's competitive position,

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Competitive Strategy: Techniques for Analyzing Industries and Competitors. The Free Press, Chapter 1:

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The Structural Analysis of Industries. Summary by James R. Martin, Ph.D., CMA Professor Emeritus, University of South Florida. Porter's Competitive Strategy Summaries Main Page

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