National Competitive Advantage: Porter's Diamond

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Why do some nations succeed and others fail in international competition?

- Factor Endowments
- Demand Conditions
- Related and supporting industries
- Firm strategy, structure, and rivalry

Factor endowments

 A nation's position in factors of production such as skilled labor or the infrastructure necessary to compete in a given industry

Demand conditions

The nature of home demand for the industry's product and service

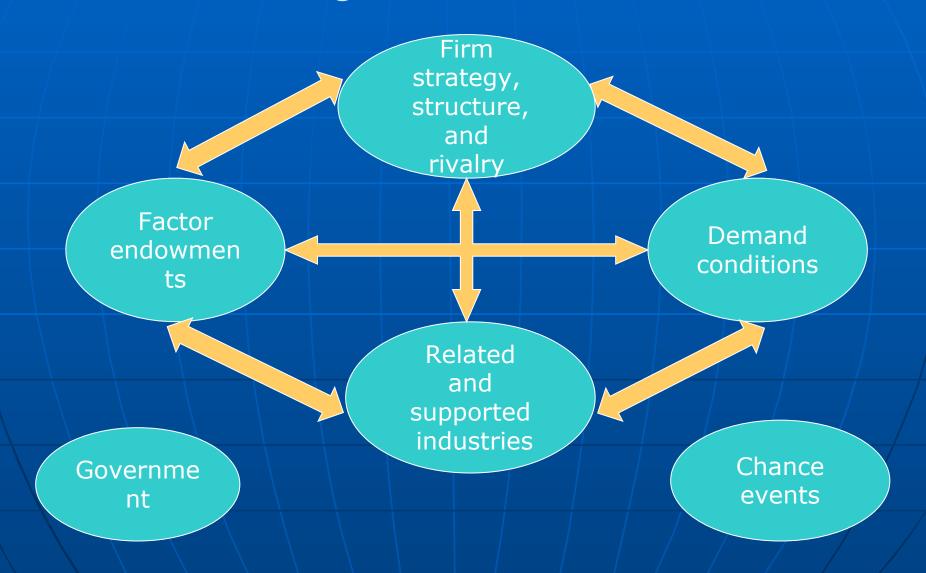
Related and supported industries

The presence or absence in a nation of supplier industries and related industries that are internationally competitive

Firm strategy, structure, and rivalry

The conditions in the nation governing how companies are created, organized, and managed and the nature of domestic rivalry

Determinants of National Competitive Advantage: Porter's Diamond



Thank you for your attention.