



Managing Competitive Advantage

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Competitive advantage is the characteristics of a product or brand that give a company an edge over its direct competitors. Structural and functional changes should make it possible to bring the main competencies of the enterprise in line with the emerging requirements of the external environment. Competitive advantage management requires adaptation and implementation of new technologies, and sometimes it can be challenging to understand which technologies are effective and which are not. Many business leaders can predict the consequences of introducing technology; however, the hardest part is maintaining the advantage.

Using Effective Technologies in Business Solutions

The high proportion of modern equipment and new information technologies in the organization ensures high profitability indicators. Each firm must look for a source of competitive advantage in its internal factors and resources and external ones (Marichova, 2021). To not be mistaken in the choice of technology, one should pay attention to the following factors. First, the attempt to introduce new technologies must be accompanied by considering the current capabilities and needs of the firm (Lee & Yoo, 2019). If the introduced innovations, despite their positive results in financial activity, will not be suitable for the company's goals, the implementation of such technologies should be limited.

Secondly, it is required to ensure that there is a plan for solving the difficulties arising during the innovation's implementation. The transition to an Internet platform for the sale of goods and services involves

Managing Information For The Competitive Edge

Michal Rosen-Zvi



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