

Porters Five Forces

The model of the Five Competitive Forces was developed by Michael E. Porter in his book „Competitive Strategy: Techniques for Analyzing Industries and Competitors“ in 1980. Since then it has become an important tool for analyzing an organization's industry structure in strategic processes.

The Porters Five Forces model is actually one of the best-known tools for strategic planning. This reputation is at least partially due to the critique the model attracted over time.

This post has moved!

The complete post, which has been updated and extended, is now available in our new and responsive Design here:

<http://www.themanager.org/2015/11/porters-five-forces/>

Please update your bookmarks and backlinks!

Thank you

Our updated article includes

- Discussion of all five competitive forces
- Why the Five Forces model is based on microeconomics
- How to use the Insights from a Five Forces Analysis
 - Static Analysis
 - Dynamic Analysis
 - Analysis of Options
 - Scope of application of the Porters Five Forces model
- Influencing the Power of Five Forces – strategies to reduce the power of each competitive force
- Critique of the Porters Five Forces Model and relevance today
 - General points of criticism
 - Not matching today's market dynamics