

# Competitive Drivers for Improving Future Business Performance

Part of the Advances in Business Strategy and Competitive Advantage Book Series

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## Description:

The globalized economy, dominated by the diffusion of innovation and social, political, and economic changes, allows people and knowledge to flow without knowing what lies ahead. As new economies emerge and technologies impose significant changes, the internationalization of markets and industries has made defining its delimitation more difficult.

**Competitive Drivers for Improving Future Business Performance** is a conceptualized reference source that discusses the use of digital skills to manage change in volatile contexts and provides fundamental understanding of competitive advantage to guarantee superior performances. To assure this level of performance, a set of choices (drivers) must be created ensuring operational efficiency, innovative products, customer knowledge-base, and focused branding. Featuring research on topics such as consumer experience, strategic leadership, and flexible technologies, this book is ideally designed for managers, executives, entrepreneurs, academicians, consulting professionals, researchers, industry professionals, and students seeking coverage on how to improve competitive performance in an era of uncertainty.



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## Topics Covered:

- Consumer Experience
- Customer Satisfaction
- Digital Enterprise
- E-Commerce
- Flexible Technologies
- Global Business
- Omnichannel Experience
- Optimization Techniques
- Strategic Leadership
- Value Creation

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