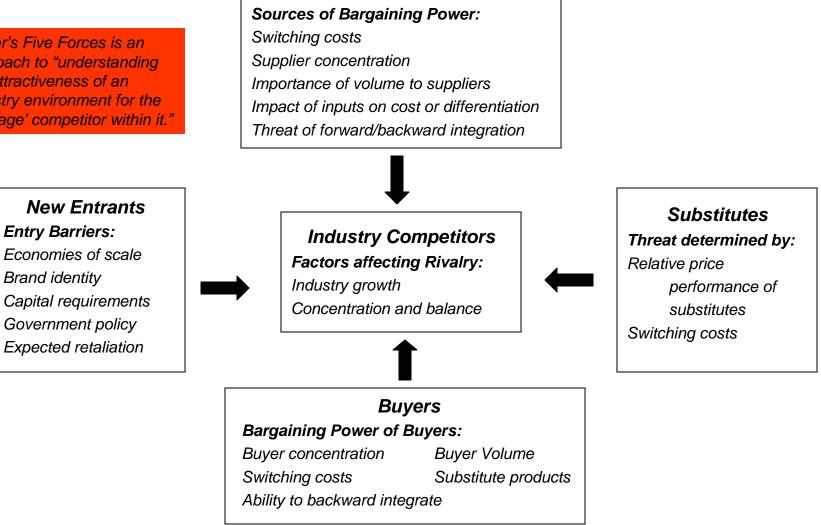
## Porter's Five-Forces Framework for Industry Analysis

Porter's Five Forces is an approach to "understanding the attractiveness of an industry environment for the 'average' competitor within it."



**Suppliers** 

## redpoint BUSINESS COACHING

Developed from "Competition and Business Strategy in Historical Perspective," Harvard Business School, Dec. 11, 1997

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