

Periodic Table of Business Strategy™

Rt Traditional Retailer Cost-Plus Low-Cost Long Tail Foresight Subscription Physical Intellectual Property Physical Intellectual Property Physical Intellectual Property	Lo Low Cost Provider Low-Cost Rapid & Broad Virtual Physical One-Stop-Shop Brand Physical Manufacturer Manufacturer Direct	Av Selection & Availability Performance & Quality Virtual Physical Demographic Psychographic Physical Semi-Custom Branding Physical One-Stop-Shop Brand Physical Manufacturer Content Producer	Pm Premium Branding Customization Geographic Segmentation Geographic Segmentation Physical One-Stop-Shop Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	X Build & Expand Proprietary Technology Lobbying Economies of Scale Physical One-Stop-Shop Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	Ma Mergers & Acquisitions Network Expansion Incentives & Subsidies Supply Superior Access to Information Government Protection Operational Parity	Vi Vertical Integration Contract Lock Informal Cooperation Demand Demand
Rn Non-Traditional Retailer Cost-Plus Low-Cost Long Tail Foresight Subscription Physical Intellectual Property Physical Intellectual Property Physical Intellectual Property	Ss Service & Support Rapid & Broad Virtual Physical One-Stop-Shop Brand Physical Manufacturer Manufacturer Direct	Q Performance & Quality Virtual Physical Demographic Psychographic Physical Semi-Custom Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	C Customization Geographic Segmentation Geographic Segmentation Physical One-Stop-Shop Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	Ip Proprietary Technology Lobbying Economies of Scale Physical One-Stop-Shop Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	Ne Network Expansion Incentives & Subsidies Supply Superior Access to Information Government Protection Operational Parity	Cl Contract Lock Informal Cooperation Demand Demand
T Trader Cost-Plus Low-Cost Long Tail Foresight Subscription Physical Intellectual Property Physical Intellectual Property Physical Intellectual Property	L Landlord Rapid & Broad Virtual Physical One-Stop-Shop Brand Physical Manufacturer Manufacturer Direct	Sg Customer Segmentation Demographic Psychographic Physical Semi-Custom Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	Ge Geographic Segmentation Geographic Segmentation Physical One-Stop-Shop Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	Lb Lobbying Economies of Scale Physical One-Stop-Shop Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	Is Incentives & Subsidies Supply Superior Access to Information Government Protection Operational Parity	Co Informal Cooperation Demand Demand
B Broker Cost-Plus Low-Cost Long Tail Foresight Subscription Physical Intellectual Property Physical Intellectual Property Physical Intellectual Property	Mf Manufacturer Rapid & Broad Virtual Physical One-Stop-Shop Brand Physical Manufacturer Manufacturer Direct	Rd R&D Shop R&D Physical One-Stop-Shop Brand Physical Manufacturer Content Producer	Ti Tinkerer Tinkerer Physical One-Stop-Shop Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	Es Economies of Scale Physical One-Stop-Shop Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	S Supply Superior Access to Information Government Protection Operational Parity	D Demand Demand
Wh Wholesaler Cost-Plus Low-Cost Long Tail Foresight Subscription Physical Intellectual Property Physical Intellectual Property Physical Intellectual Property	Md Manufacturer Direct Rapid & Broad Virtual Physical One-Stop-Shop Brand Physical Manufacturer Manufacturer Direct	Cp Content Producer R&D Physical One-Stop-Shop Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	A Artist/Writer Artist/Writer Physical One-Stop-Shop Branding Physical One-Stop-Shop Brand Physical Manufacturer Artist/Writer	I Superior Access to Information Government Protection Operational Parity	Gp Government Protection Operational Parity	Op Operational Parity

Business Model

How a company is structured and its methods for maximizing revenues and profits.

Strategy

How the company will engage competitors, identify and segment customers, and respond to the actual market environment.

Competitive Advantage

A true, sustainable, and fundamental edge that endures without continuous strategic reinvention, is hard to copy, and would take a rival many attempts to overcome.