

# Periodic Table of Business Strategy™

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

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.