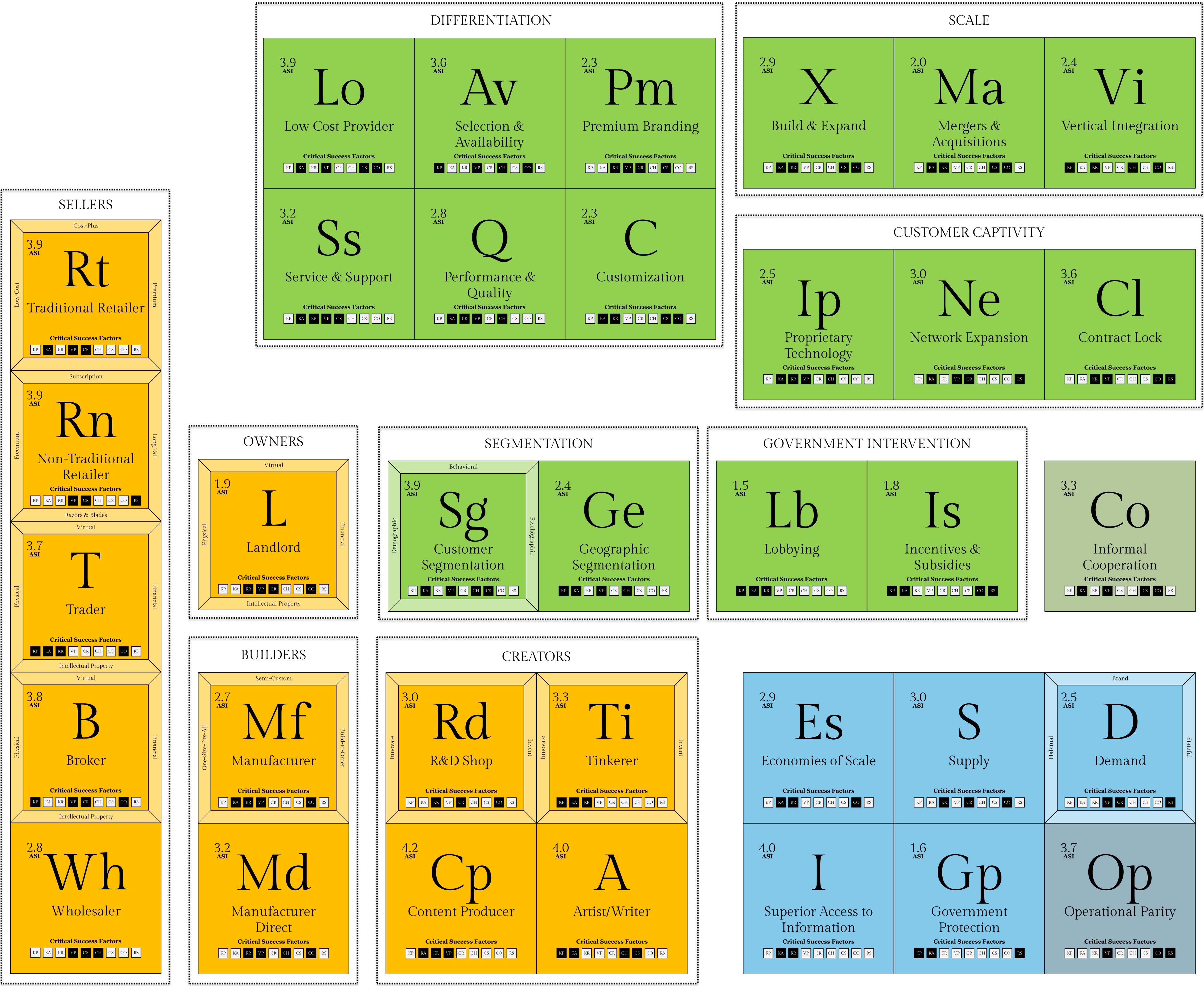


The Periodic Table of Business Strategy

- Business Model:** The structural logic of how a business creates, delivers, and captures economic value.
- Strategy:** The discretionary action patterns through which leadership chooses how to compete right now.
- Competitive Advantage:** A durable structural condition that earns superior returns without continuous reinvention.



Build a Strategic Formula & Identify Critical Success Factors

