

Session 11

Competing on Technology and Operations

In this session you will learn:

1. How to assess the relative technology, operations, and cost positions of competitors to formulate competitive strategy
2. How the changing dynamics of competition in an industry redefine the strategic situation facing competitors
3. How to assess the importance of timing in executing strategy

- 1) Which of These Forces Do We See in Barco?**

- 2) What are Barco's Strategic Options?**

- 3) What Would You Do?**