



Understanding and Analyzing Competitive Dynamics: Methods, Processes, and Applications to a Regional Setting

Murat Arik

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Understanding and Analyzing Competitive Dynamics will serve as the first book for economic development professionals, undergraduate and graduate students, and businesses because it answers the following three questions: What are the tools and techniques to analyze regional dynamics, how can these tools be used in a regional setting, and how can these tools help us formulate new directions?

The book also highlights the necessity of regional level leadership in leveraging existing regional assets to create a cluster-based competitive regional economy through regional-level marketing, increasing synergy between industries in target clusters and their suppliers and customers, strengthening the cluster supply-chain by diversifying target clusters, and investing in human resources.

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