

# National Competitive Advantage: Porter's Diamond

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# Why do some nations succeed and others fail in international competition?

- Factor Endowments
- Demand Conditions
- Related and supporting industries
- Firm strategy, structure, and rivalry

# Factor endowments

- A nation's position in factors of production such as skilled labor or the infrastructure necessary to compete in a given industry

# Demand conditions

- The nature of home demand for the industry's product and service

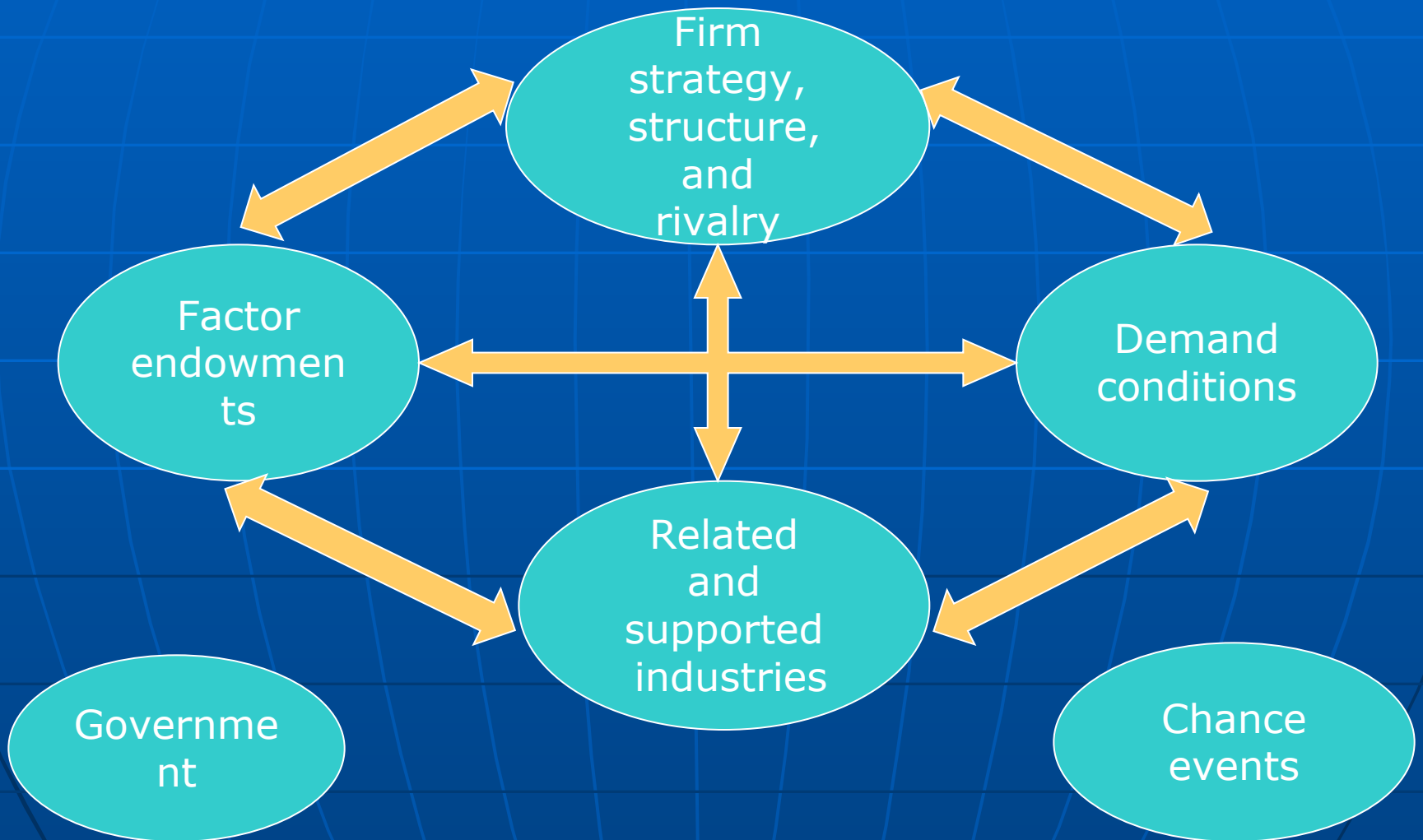
# Related and supported industries

- The presence or absence in a nation of supplier industries and related industries that are internationally competitive

# Firm strategy, structure, and rivalry

- The conditions in the nation governing how companies are created, organized, and managed and the nature of domestic rivalry

# Determinants of National Competitive Advantage: Porter's Diamond



Thank you for your  
attention.