

COMPETITIVE STRATEGIES AND STRATEGIC POSITIONING OF OIL COMPANIES IN THE INTERNATIONAL OIL BUSINESS : THEORY AND PRACTICE IN PERSPECTIVE

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This is the first work of a series of four articles aiming to analyze the concepts of competitive strategy and strategic positioning of firms in the international oil industry. The authors present the essence of their analytical model, which are based on the theoretical framework of competitive strategy developed by Michael Porter, from the University of Harvard. The second article is published hereunder, the third and fourth ones will appear in the next issue.

This paper makes a general overview over Porter's theory, trying to describe the most important elements that fit with the oil reality. It focuses on Porter's concept of generic competitive strategy. Then, important variable such as geographic positioning, technology and the interaction between economics and politics are described.

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