

# Download Sustainable Competitive Advantage

Competitive Advantage. When a firm sustains profits that exceed the average for its industry, the firm is said to possess a competitive advantage over its rivals. As a small business owner you want to seek out the best and brightest employees, but how do you compete with big business? Here are a few tips that will give your business the competitive edge in recruiting and hiring. Benefits. Sustainable competitive advantage is the engine of your strategic business success and the focal point of your corporate strategy. We can all argue the shortcomings and non-defensibility of patents, but these are still your best competitive protection, sustainable for twenty years.