

Why Business Dynamics Insights Matter for Business Strategy

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Abstracts

Business Dynamics indicators are very important for strategic decision-making, including market re-evaluation and entering new markets. The indicators help to reveal the operating conditions and the skillset of a given country, inefficient bureaucracy and a lack of adequate infrastructure. The strategy briefing identifies six key themes relating to the external business environment that can contribute to a company's overall competitiveness.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level

a step back from micro trends

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