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Diversity Management: A Source of Competitive Advantage?

By Richard Beinrauch

GRIN Verlag. Paperback. Condition: New. 20 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, University of Applied Sciences Essen, language: English, abstract: In today's rapidly evolving business world, it becomes increasingly difficult for companies to maintain or even expand their current market position. Since consumers are aware of their strong bargaining position, markets have evolved from sellers to buyers markets. Focusing on Porter's generic competitive strategies of cost leadership, differentiation or focus is no longer sufficient to ensure a unique selling proposition. The customers no longer choose between product quality or inexpensive product, they expect a high-quality and affordable product. Focusing on the resource-based view strategies like unique resources, skills or competences does not establish a long-lasting success, neither. Additional requirements of the customer, such as customer orientation, environmental consciousness or ethical behavior, and requirements of legislation e. g. human rights act affirmative action make it difficult for companies to set themselves apart from competitors. Porter's statement stuck in the middle, which had recently emerged as a competitive advantage for some companies, gets back its original meaning, but this time in a different sense. The nexus...



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