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Competitive Marketing Positioning Strategy | Bizfluent

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how you'll "differentiate" your offering and create value for your market. It's about carving out a spot in the competitive landscape, putting your stake in the ground, and winning mindshare in the marketplace - being known for a certain "something."

Competitive Positioning | Marketing

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MO

Market Positioning refers to the ability to influence consumer perception.

Competitive Advantage A competitive advantage is an attribute that enables a company to outperform its competitors.

Competitive advantages allow a company to achieve. regarding a brand or product relative to competitors. The

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