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Rivalry: In Business, science, among nations:, Cambridge: Cambridge University Press, 1987. xii + 244 pp., index, \$27.95

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This article discusses the rivalry phenomenon, its importance in business, and how managers can use findings from the sport setting to better understand consumer perceptions and behaviors. As organizations try to create, promote, and maintain differentiation over time, understanding how rivalry influences consumers is very important, and the sport setting provides an ideal setting for managers looking for answers.

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This notion of rivalry among businessmen is used to derive guidelines for anti-trust legislation. Instead of pricing, profitability, concentration ratios and other criteria used today to infer non-competitive behaviour, he suggests using a measure of a firm's relative rate of innovation to infer it.

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Go in any business and you will find competitive rivalry already present. Why the rivalry between competitors rises, and the factors contributing to it is what is discussed in this article. The degree of competition always varies between competitors based on the industry they are in. For example – you can expect a lot of competition in the fmcg market, but lesser in the petroleum industry simply because the latter is government regulated.

Business competition is the contest or rivalry among the companies selling similar products and/or targeting the same target audience with a goal of getting more sales, increasing revenue, and gaining more market share as compared to others.

Business Competition: Definition, Types, Importance ...

Competition between sellers and among buyers is central to the economic concept of the market. But Ford &Håkansson (2013) regard competition as mainly a background variable in the business network. Advancing theory about the market as network calls for a more nuanced conceptualization of competition.

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