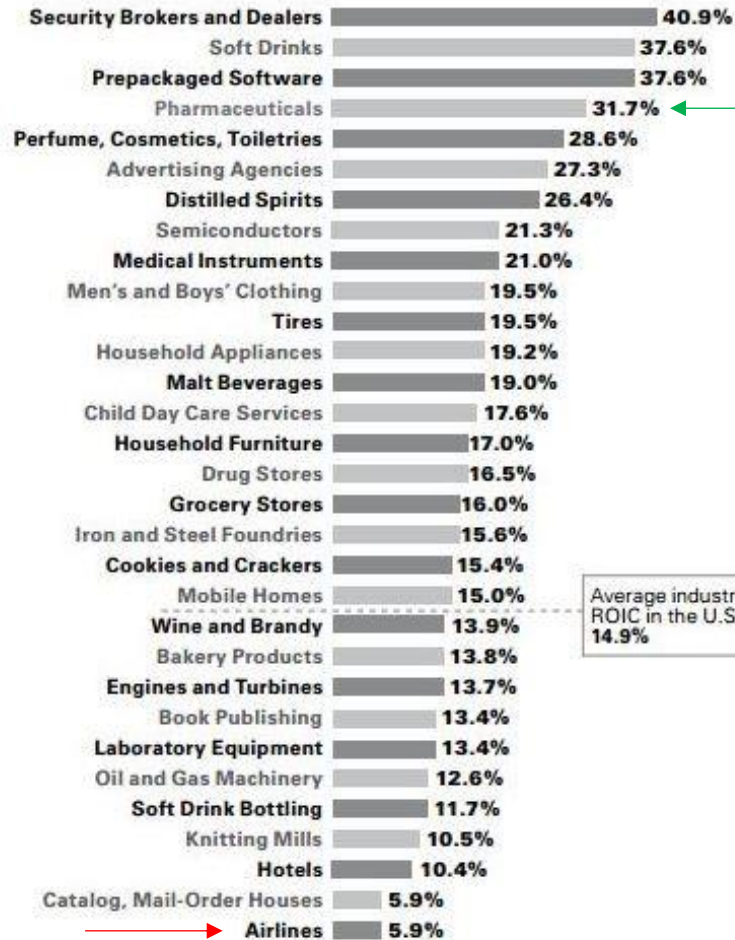

Advanced Strategy

WEEK 6: INTERNAL ANALYSIS (66298)

AMAN ASIJA

Profitability of Selected U.S. Industries

Average ROIC, 1992–2006



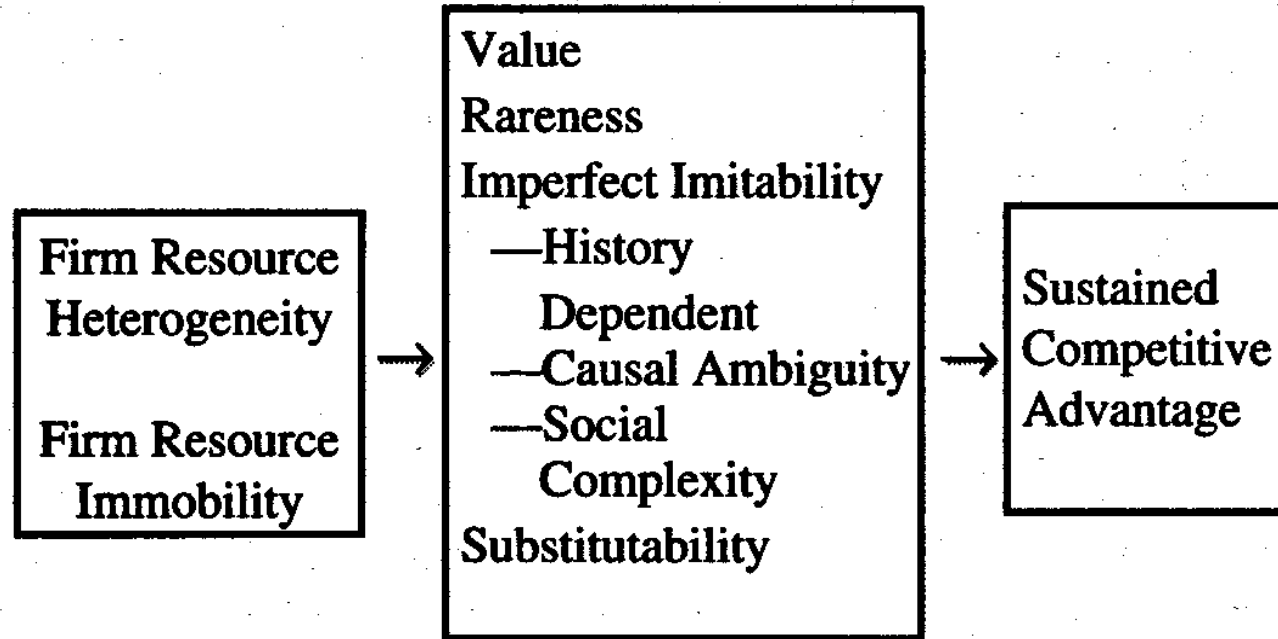
Johnson & Johnson



Source: Harvard Business Review, Michael E. Porter

Paper Tower Game

Same industry structure yet different performance



Source: Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of management*, 17(1), 99-120.

Thank you!

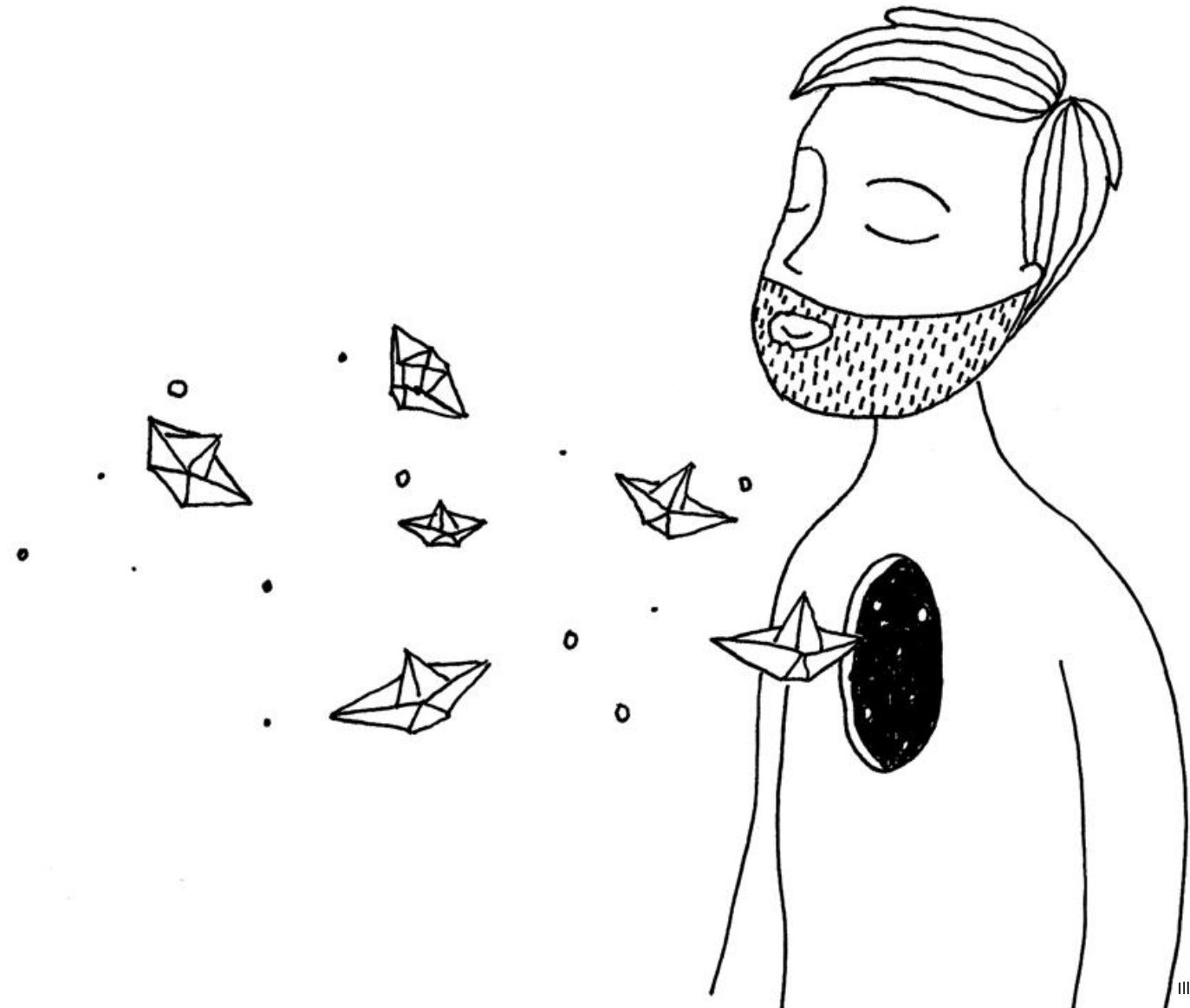


Illustration by Fernando Codelo