

Resource-Based View (RBV)



* Definition

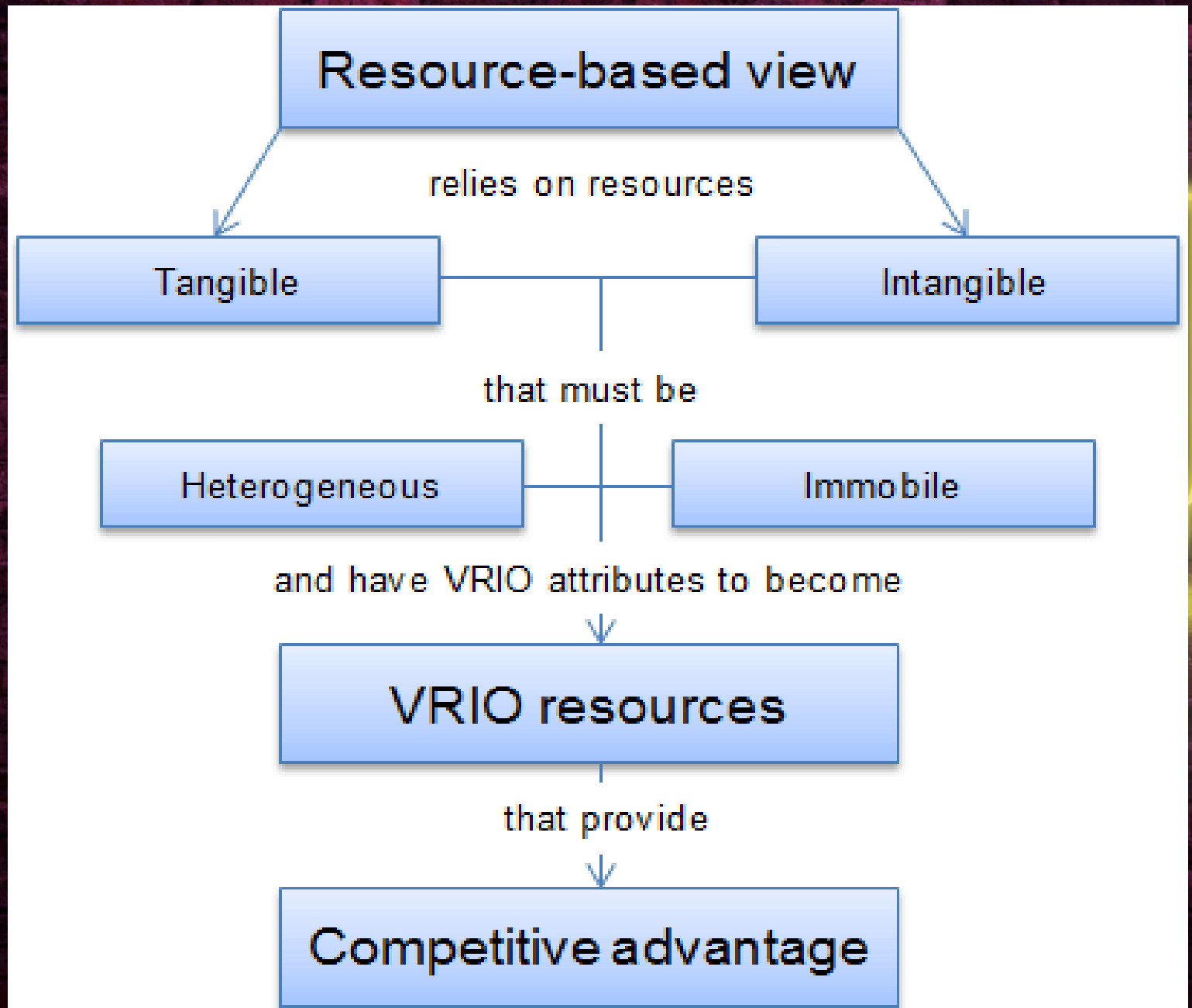
* Origin



* Examples

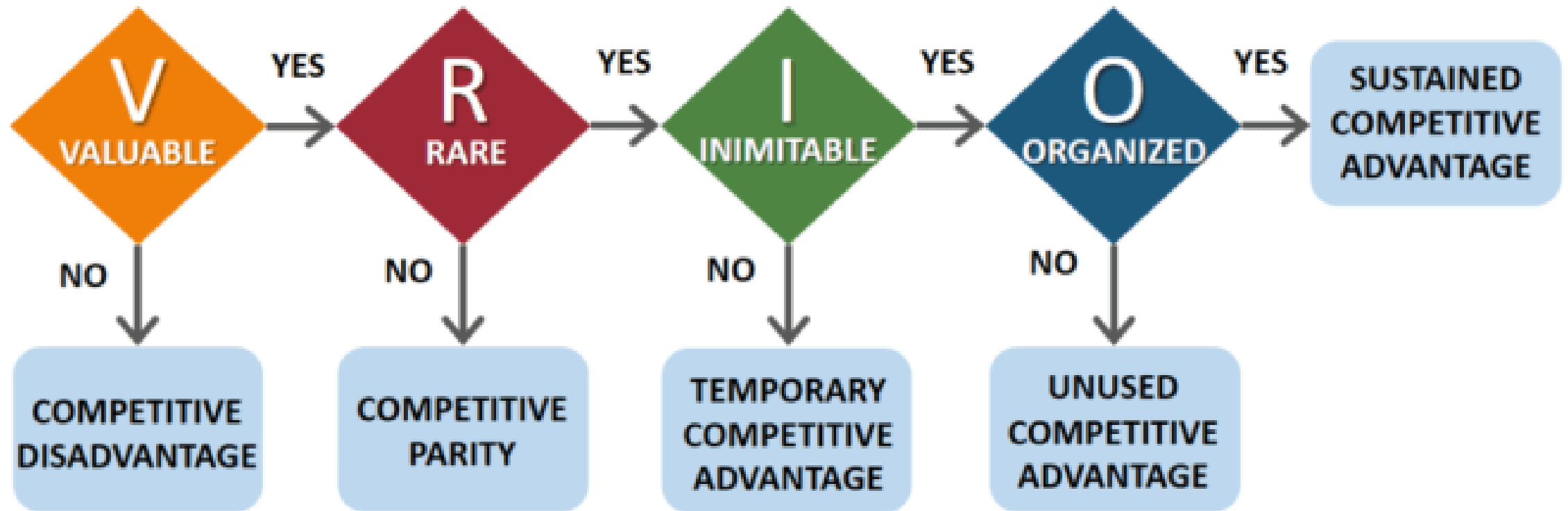
* Benefits

Resourced Based View



IS THE RESOURCE OR CAPABILITY...?

IS THE COMPANY WELL...?



Valuable?	Rare?	Hard to imitate?	Organized?	
Yes	No			Competitive parity
Yes	Yes	No		Temporary competitive advantage
Yes	Yes	Yes	No	Unused competitive advantage
Yes	Yes	Yes	Yes	Long-term competitive advantage