

(strategic positioning)

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, (Choice & focus),
(differentiation & trade-offs)

(positioning)

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/ ,

論

(strategic positioning)

positioning) Positioning , STP(segmentation - targeting -

(自社)

가

, 가

(trade-offs)

Southwest

Continental

Southwest Airlines

(), 가 ,

2 (secondary airports)

point-to-point

, /가 /

가 / / 가 ()

Southwest Airlines (perform different activities) (perform activities differently)

full-service 가 - (hub-spoke system), 1 / , / / ,

15 가 , / / / , (가 737) ,

(a tailored set of activities) 가 同社가 full-service

Continental Airlines full-service , Southwest point-to-point 가 (straddle) , Continental Lite

Continental Lite

/1 , , , , full service (travel agents)

(trade-offs)가 Continental Airlines (trade-offs)

Continental Airlines full service Continental Lite
가 , 가 ,

Porter

6가

- (right goal) 가
- () ROI (return on investment)
- 가 가
- 가 가
- 가 ,
- 가 가 (value proposition)
- ,
- 가 (a distinctive value chain)
-
- 가 , ,
- , , (HRM)
- 가 Best Practice , 가
- ,
- Trade-offs
- ,

- Trade-offs 가

.

(do fit together) 가

- 가 ...

- , , 兩者

- (Fit) ,

- ,

- .

- ,

(continuity)

- ,

(strong reputations)

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- ,

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가

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() <http://www.hunet.co.kr> <http://www.cbikorea.com>