



[Reference and Links]

[External Environment: Micheal E. Porter's 5 Forces Model]

Subject:	Business Economics
Course:	B.A., 6 th Semester, Undergraduate
Paper No. & Title:	Paper – 602 Business Strategy & Ethics
Unit No. & Title:	Unit - 2 Environmental Analysis
Lecture No. & Title:	2(Two): External Environment: Micheal E. Porter's 5 Forces Model

References:

1. Fred R. David, *Strategic Management*, 9/e, © 2003 by Prentice-Hall, Inc., A Pearson Education Company, Upper Saddle River, New Jersey 07458
2. Dr. V.V.R. Seshu Babu, *Strategic Management hand out*, 2010, BBU, Phnom Penh
3. Arthur A., Thompson, J. Strickland, John E. Gamble and Arun K. Jain A. *Crafting and Executing Strategy: The Quest for Competitive Advantage*, Tata McGraw- Hill, New Delhi, latest edition
4. Michael Hitt, Robert E. Hoskisson, and R. Duane Ireland, *Management of Strategy: Concepts and Cases*, Cengage Learning, latest edition
5. Robert Grant, *Contemporary Strategic Management*, Wiley India Pvt. Ltd. latest edition

Links:

<https://www.cleverism.com/porters-five-forces-model-strategy-framework/>
<http://valuationacademy.com/competitive-rivalry-among-existing-firms/>
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