

Quick Fact Sheet

Firm Description

Competitive Advantages is a globally active consulting firm, dedicated to help companies find the Smarter Way to Compete in today's impossible marketplace.

We have the tools, the experience and the know-how to address your marketing needs any time and anywhere on this globe, opening new realms and opportunities for you to find **The Next Thing!**

The Next Thing

Competitive Advantages is the only consulting company which specializes in creating The Next Thing, including:

Identification or invention of new opportunities for success and growth, and **Advantagizing** – strategizing for unfair competitive advantages

The **Next Thing** means **new** markets, **new** customers, **new** consumption options and contexts, **new** trends, **new** products and services, **new** delivery channels, **new** business models – all resulting in **new** opportunities to succeed and exceed your most ambitious growth objectives!

We expert especially in the European market, the Middle Eastern market, and the American market, although we are active in other markets as well.

What can we offer you that others cannot?

Advantagizing for unfair market competition

Unique formulas of marketing success, principles of Off-Core Differentiation, principles of

Electrifying Marketing, for achieving an Unfair Advantage!

New and Unexpected Insights and Action Options

Solutions such as: the *Marketing Hits Formula* and the *Short Term Brands*, the *Four Pillars Models*, *Change Oriented Mapping* and coordinated *Inside-Outside Fit* solutions

Strategic Opportunism

Early identification and maximization of opportunities

A Systematic Opportunity Spotting Process

The *Opportunity Scan (O-Scan)*: identification of growth opportunities within an organization and the market

Competitive Creativity and Innovation

Application of creativity and innovation to: *competitive strategy*, *business models*, *organizational matrixes*, *work processes*, *HR systems* and *organizational culture*.

Unique Success Formulas

Unique Success Formulas for successful differentiation:

Business-financial thinking and profit planning, Business models and competitive strategies, products, services and service perception, psychological branding concepts, and models of organizational structures, processes, communication, HR systems and organizational culture and values.

Short Term Branding (STB) for Long Term Success

We are the only strategic consulting company in the world to consider *short term successes* in parallel with

strategic differentiation and the creation of long term competitive advantages!

I/O Dual Perspective and Complementary Solutions

We are unique in our ability to undertake simultaneous *I/O analyses* which enable us to initiate a strategy while ensuring the organization's capability to implement and sustain it successfully.

And much more!

Our Senior Staff

CEO and Chief Advantagizer: Dr. Dan Herman

Dr. Dan Herman is a globally renowned expert in identifying growth opportunities and creating competitive advantages and even private monopolies for companies and brands. He integrates winning competitive strategies with profitable business models and psychologically powerful branding.

Chief Organizational Advantagizer: Prof. Zwi Segal

Prof. Zwi Segal is a worldwide leading authority in the fields of Human Resource Strategies, Strategic Fits, and Organizational Architectures.

COO and Internal Advantagizer: Laura Shmilovitz, M.Eng.

Laura Shmilovitz, M.Eng. is a skillful project manager with a vast experience of over 10 years in developing internet marketing solutions for companies and brand

Outsmart your competitors; Gain an Unfair Advantage, now!