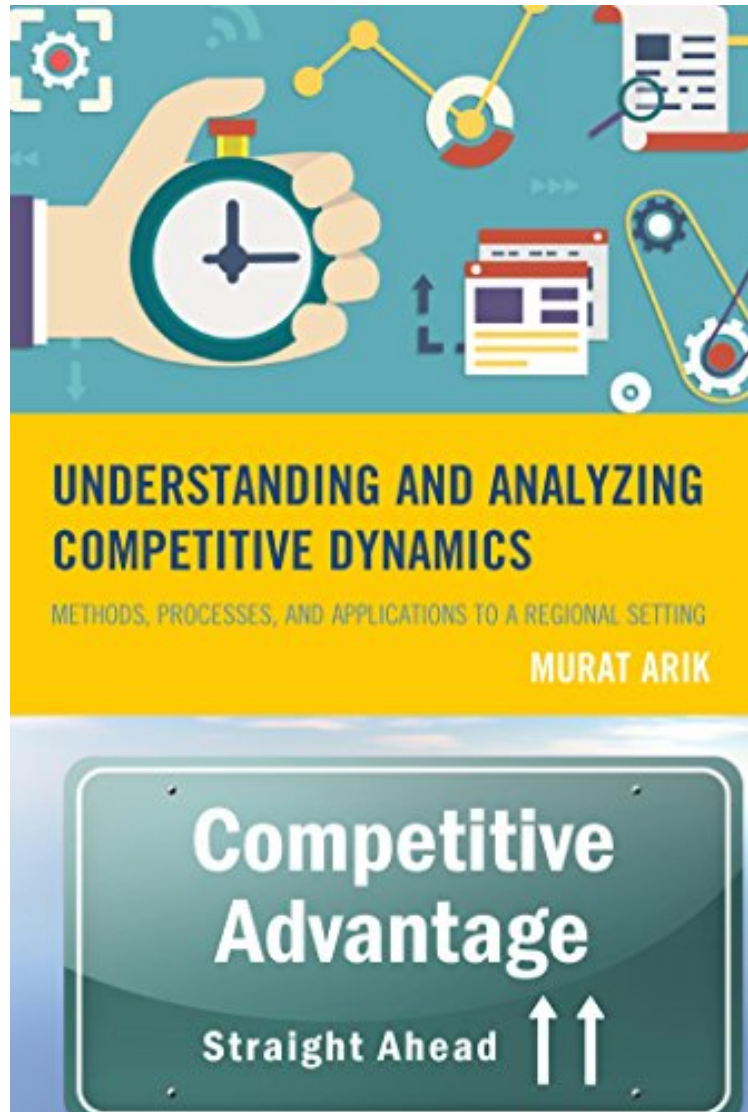


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# Understanding and Analyzing Competitive Dynamics: Methods, Processes, and Applications to a Regional Setting

*Murat Arik*

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Understanding and Analyzing Competitive Dynamics will serve as the first book for economic development professionals, undergraduate and graduate students, and businesses because it answers the following three questions: What are the tools and techniques to analyze regional dynamics, how can these tools be used in a regional setting, and how can these tools help us formulate new directions? The book also highlights the necessity of regional level leadership in leveraging existing regional assets to create a cluster-based competitive regional economy through regional-level marketing, increasing synergy between industries in target clusters and their suppliers and customers, strengthening the cluster supply-chain by diversifying target clusters, and investing in human resources.

Understanding and Analyzing Competitive Dynamics: Methods, Processes, and Applications to a Regional Setting is a useful and timely analysis and set of tools for confronting the challenges of regional economic development. (Stuart Albert, University of Minnesota) Understanding and Analyzing Competitive Dynamics analyzes business and economic dynamics from an interdisciplinary perspective by incorporating tools and approaches from regional economic development, international business, and strategic management literature. It helps students of economic development understand the following questions: What makes a region stand out from the crowd? Although many regions have a similar institutional structure and business environment, why do some of them perform better than others? How can we set new strategic directions for our region? About the Author Murat Arik is associate director of the Business and Economic Research Center (BERC) at Middle Tennessee State University. Steven G. Livingston is professor of political science at Middle Tennessee State University and senior research associate at its Business and Economic Research Center.