

GENERIC COMPANY STRATEGIES AND THEIR INVESTMENT IMPLICATIONS

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Abstract

The paper approaches the problems of the diversified companies strategies correlated with their investment implications. In the first part methods of analysis of the strategies of the most famous diversified companies and namely: the Boston Consulting Group (BCG) matrix, General Electric (GE) matrix and Arthur D. Little (ADL) matrix, are briefly exhibited. The central part of the paper includes a detailed analysis of the key investment aspects that are presumed by the strategies established based on the 3 analyzed models.

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