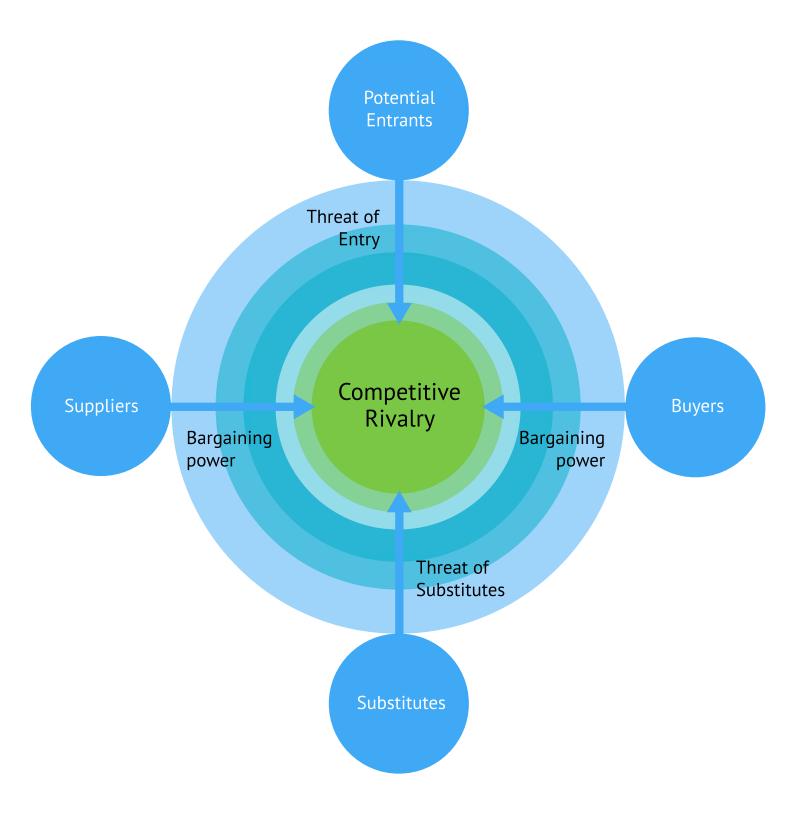
## The **Five Forces** Framework



Source: Johnson, G., R. Whittington, and K. Scholes. (2011). Exploring Strategy: Text and Cases. Italy: Pearson Education.