

## How To Measure Competitive Intensity?

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### Abstract

In this research, we analyse the internal structure of competitive intensity on the basis of competitive dynamics. We propose a measure of competitive intensity based on two dimensions: strategic and tactical. This two-dimensional design makes it possible to gain a better understanding of the competitive battle, allowing managers to improve operations and the allocation of resources, according to both dimensions. It also provides a better understanding of the relationship between competitive intensity and other variables.

**Keywords:** Competitive intensity, Competitive dynamics, New product, Strategic decisions, Tactical decisions.

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