ABSTRACT

Markets are evolving by leaps and bounds from high development dynamics to hyper-competition. In this environment, companies have to decide if they want to be competitive in the short term or if, however, they wish to have a long-term competitiveness. An enduring capacity to stay in business cannot be improvised. Quite to the contrary, a sustainable competitiveness has to be decided on and designed from the present. That is because multi-faceted added value has to replace the culture of developing a unique, valuable feature, and a systemic capacity to generate emotional bonds has to become the core of customer loyalty.

Keywords: Hyper-competition, Sustainable Competitiveness, Multi-faceted Added Value, Emotional Bonds.