

# Questions to the podcast: The 5 competitive forces that shape strategy.

- < Why are the driving forces different for different industries?
- < Why are industry profits so low in airline industry?
- < What is positive-sum-competition?
- < What is zero-sum-competition?
- < Is the 5-forces-analysis is just a static-snapshot?
- < Why does Mr. Porter recommends to share the strategy with suppliers?