# Chapter 2 – Weblinks

# Strategy, Competitive Forces and Positioning

**Read the PwC analysis**
<https://www.strategyand.pwc.com/strategythatworks/growth/autoindustry>

**Read the article - Too much of a good thing**
<https://www.economist.com/briefing/2016/03/26/too-much-of-a-good-thing>

**Read the article - If we want to promote innovation we need to focus on businesses**
<https://theconversation.com/if-we-want-to-promote-innovation-we-need-to-focus-on-businesses-49229>