

Durable Advantage

Marketing

What makes an advantage durable rather than temporary.

Sources and their durability.

Durable

Scale economies in a fixed-cost business

Network effects that grow with users

Switching costs built into workflows

Brand memory built over years

Unique access to a resource or channel

Temporary

A feature not yet copied

A price rivals can match

A channel anyone can join

A campaign idea

Test any claimed advantage by asking what a well-funded competitor would need to do to neutralise it, and how long that takes.